

Long Wave  
Short Wave  
News Spots  
& Pictures

# MICROPHONE

THE ORIGINAL U.S. RADIO NEWSPAPER

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## This and That

By Morris Hastings

THE LOT of a radio announcer is not an easy one—nor is it an uneventful one.

So I realized on hearing ROLAND WINTERS, who does so excellent a job in announcing the broadcasts of the ARTHUR FIEDLER Esplanade Concerts, tell some of his experiences.



Mr. HASTINGS

Not that WINTERS does any complaining. As a matter of fact, he accepts everything with a twinkle in his eye and a savoir faire that I find quite amazing. There was the time, for instance, when he presided over the broadcast of an opera from the Boston Opera House. Something happened back stage and the performance was delayed about an hour.

WINTERS, therefore, had to "ad-lib" for all that time. He says he talked about everything—the chandelier, the predominant color of the audience's costumes, the red plush seats with a historical note on red plush, the plaques on the wall bearing the names of composers. (WINTERS adding biographical notes on the composers).

He wasn't a bit ruffled by the experience. What is more apt to upset him, he says, although I very much doubt if he shows it, is when something, the slightest thing, goes wrong during a much rehearsed, carefully timed commercial program which he is announcing.

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## Politicians Demand Jobs On The New Commission For Radio And Telephone

### BBC-Press Relations Amicable

### Staff to be Kept Intact For Present

### 'Radio Not Completely Satisfying'

By GERALD COCK

British Broadcasting Corporation  
Outside Broadcast Director

I am not and have never been in the newspaper business. Having been with broadcasting in Great Britain for nine years, may be considered a handicap to any fair discussion on what is undoubtedly a very live subject of controversy today.

On the other hand I am not altogether unfamiliar with some of the problems facing the Press in its struggle to maintain and increase certain aspects of these news-broadcasting difficulties in as detached a manner as possible in the circumstances.

Careful observation over a number of years has convinced me of the truth of the generalization that broadcasting (whether spoken matter, music, drama or other than the most obvious entertainment) does not and indeed cannot completely satisfy any listener.

I shall suggest the probably unorthodox conclusion that all it can do is to stimulate interest; but that it does this in a degree unapproached by any other me-

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### Max Baer to Go On Radio In the Fall

The fact that MAX BAER would broadcast in the Fall was definitely ascertained in an exclusive interview by The MICROPHONE with the world's heavyweight champion.

"When October 7 rolls around, I'll be before that good old NBC 'mike,' giving the sponsors everything I've got," revealed the fighter and radio star. "Of course, I can't divulge the name of my sponsor, but I can tell you this much. It isn't the same company I was working for before the last fight."

Mr. BAER said that, according to plans recently made, the program was scheduled to run for 30 minutes three evenings a week. The evenings will be Monday, Wednesday and Friday.

"I certainly like the radio a great deal better than the vaudeville stage. It's freer and you have more fun at rehearsals," chuckled Max. "But this Fall, I'm afraid is going to be pretty tough on little Maxie. You see, I am going to Hollywood in September, as per my contract, to make a new picture. I shall rehearse the scenes, and

### 'Busy! Oh, Boy!'



MAX BAER, recently knighted heavyweight champion of the ring, who discusses, in the accompanying exclusive interview, his plans for himself and his brother.

on October 7 we start shooting the actual film. If my sponsors wish me to talk a great deal I'll have to rehearse radio between picture scenes, and will I be busy. Oh, Boy!"

Just one thing bothers him in

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By The MICROPHONE'S Special Washington Correspondent

Commissioners HAMPTON GARY of Texas and Colonel THAD BROWN of Ohio have been selected by the new Federal Communications Commission as the members of its radio subdivision in charge of all broadcasting.

Chairman EUGENE SYKES of the commission automatically is a member and unofficially chairman of each subdivision.

Dr. IRVIN STEWART of Texas and GEORGE HENRY PAYNE of New York form the telegraph communications division while PAUL ATLEE WALKER of Oklahoma and NORMAN STANLEY CASE, former Governor of Rhode Island form the telephone division.

Simultaneously it became known that Dr. C. B. JOLLIFFE, engineer for the old radio commission, probably will be retained only temporarily by the new commission.

A flood of applications, with political backing, is being received by the Commission from job-hunters with Congressmen, state, county and city Democratic committeemen all seeking to place their aides.

Striving to get down to actual business, the new Federal Communications Commission is finding its progress somewhat blocked by a deluge of demands for jobs.

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## Festival In Baireuth

An international short wave broadcast from Baireuth, Germany, on Sunday, August 5, at 12 noon, over the NBC-WJZ network, will bring to listeners the first part of WAGNER's opera, "Das Rheingold."

The performance of this opera will mark the beginning of the famous "Ring" cycle at the Baireuth Music Festival, which will be conducted by KARL ELMENDORFF, director of the Munich Staatsoper.

Three other programs of special music also will be broadcast from Europe during the next few weeks, with RICHARD STRAUSS and ARTURO TOSCANINI conducting.

These international programs will come from the Music Festival at Salzburg, Austria, and will be heard over the NBC-WJZ network.

The first, on Saturday, July 28, will be a portion of "Fidelio," conducted by STRAUSS, at 2:15 P. M.

## News Flashes

A.M.  
7.15 WNAC  
8.00 WAAB WEAN WORC WMAS WFEA WNBH  
10.30 WJZ Network (Tues., Thurs. 10.45)  
10.45 WBZ  
10.45 WJZ Network

P.M.  
12.01 WBZ  
12.20 WNAC  
1.30 WEAN WICC WFEA WORC WLBZ WNBH WMAS  
2.45 WAAB  
6.00 WNAC WICC WFEA WORC WMAS WLBZ  
6.30 WABC Network: WEAN WNBH WTAG NBC-WJZ  
7.00 NBC-WJZ WAAB WLBZ  
9.45 WAAB  
11.00 WNAC WEAN WICC WFEA WORC WMAS WLBZ WNBH WTAG  
11.00 WBZ

### SUNDAYS

A.M.  
8.45 WNAC WEAN WICC WFEA WMAS WLBZ WNBH  
11.00 WBZ WFEA-WJZ Network

P.M.  
6.00 WNAC WEAN WICC WFEA WLBZ WMAS WORC WNBH  
6.45 WAAB  
9.45 WAAB  
10.45 WBZ  
11.15 WNAC WICC WFEA WORC WMAS WLBZ WNBH WTAG

## Explorers' Experiences

A program entitled the Radio Explorers Club, bringing to the microphone some of the greatest explorers of the world will be begun over the NBC-WJZ network on Sunday, August 19, at 5.30 P. M.

F. TRUBEE DAVIDSON, president of the American Museum of Natural History; ROY CHAPMAN ANDREWS, conqueror of the Gobi Desert; MARTIN JOHNSON, jungle traveler; MARGARET MEAD, woman explorer; VILHJALMUR STEFANSSON and THEODORE ROOSEVELT, Jr., will be some of the guest speakers in this weekly 15-minute program.

Captain JAMES P. BARKER, veteran skipper who has sailed the seven seas for 44 years will act as commander of the Explorers Club.

HANS CHRISTIAN ADAMSON, author and former foreign correspondent now connected with the American Museum of Natural History, will serve as the radio reporter who interviews these noted persons.

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# Cruiser 'Houston' Five Minutes From Washington For President

## Roosevelt Uses Radio For Orders

By The MICROPHONE'S Special Washington Correspondent.

Although thousands of miles away as distance is measured, President ROOSEVELT actually is only a few minutes from Washington so far as time is concerned. Radio keeps him in constant touch with every national development.

The battleship *Houston*, on which the Chief Executive is making his vacation tour, is equipped with high-powered broadcasting and receiving instruments which can reach Washington direct from any distance.

When the President wants some information from Col. MARVIN MCINTYRE or other aides remaining at the White House, he has only to jot down a note, hand it to his aide, Lieut. HAROLD C. POUND, and a moment later it is being received at Naval Communications in Washington.

From there it goes by direct telegraph wire to the White House, or it may be phoned.

So complete is the setup and so rapid the radio transmission that the President actually can write MCINTYRE a question on the *Houston*, off Hawaii, and have an answer in five minutes.

Thus far, most of the transmission of messages has been to the President rather than from him. He has sent instructions to Washington only on the most important subjects. Washington, however, keeps him fully informed of everything taking place throughout the Nation. Naturally, the air has been flooded with news of the West Coast strikes.

The *Houston* also receives by radio at 2 A. M. daily a complete digest of world news, which is placed before the President as he arises. In addition, a press association wire runs into the White House and important bulletins are flashed from this report by radio to the President, reaching him almost as quickly as they reach the American newspaper offices.

## Civil War Talk Aired From BBC

Major CHARLES F. ATKINSON of the British Broadcasting Company, one of the world's leading authorities on the Civil War, will be heard from London over the NBC-WJZ network on Sunday, August 5.

The broadcast, which comes on the 70th anniversary of the Battle of Mobile Bay will be heard at 6 P. M.

## McCoy Product of Theatre

TED CLAYTON MCCOY, heard each Tuesday from station WHDH, as the Englishman in the "Percy and Pat" sketches, comes from Boston theatre companies to the air. He received his early training at the old Castle Square stock company in Boston.

# "Hollywood" Program Actors Are Most Devoted Movie Fans

## They Receive Free Passes to the Theatres

PROBABLY the most devoted group of movie fans in the world today is that of radio artists who impersonate famous cinema stars in the "Forty-Five Minutes In Hollywood" broadcasts over the WABC-Columbia network each Thursday at 10 P. M., EDST.

These artists, some of them among the most talented dramatic actors in radio, in presenting scenes from one of Hollywood's latest productions each week, have educated their larynxes so well that they can mimic the voices of an untold number of Hollywood stars at will.

There are a half dozen stars who have imitated the voice of a different movie star almost weekly. For example, MARION HOPKINSON, who first gained a degree of fame by her impersonations of Mrs. FRANKLIN D. ROOSEVELT, lately has given realistic impersonations of the voices of DOROTHEA WIECK, CONSTANCE BENNETT, KATHERINE HEPBURN, MAE CLARK WYNNE GIBSON.

Miss FRANCIS, late star of several Broadway musicals, has imitated eight "cinema" voices in about as many weeks, namely those of EVELYN VENABLE, CONSTANCE CUMMINGS, FRANCES DRAKE, GLORIA STUART, LUPE VELEZ, DOROTHY DELL, ANITA LOUISE and BETTE DAVIS.

Since last January, when "Forty-Five Minutes In Hollywood" was first broadcast, these artists probably have attended approximately an average of one motion picture show per day. Sometimes they sit through three movies per day and then, as a vacation, do not attend another picture for the next day or two. It is in this way that they study the voices of the cinema actors, their personal traits and characteristics.



FRED UTTAL, member of the "Forty-five Minutes In Hollywood" cast, who recently imitated LESLIE HOWARD over the radio.

Only recently a preview of the screen version of SOMERSET MAUGHAM'S "Of Human Bondage" was presented in a "Forty-Five Minutes In Hollywood" broadcast, and the radio school of mimics spent most of three days in Broadway projection rooms and cinema palaces.

First, they witnessed five special previews of the picture in the New York Radio-Kelth - Orpheum projection rooms, and then witnessed the same show in the two following days at the Radio City Music Hall.

In addition, ARLENE FRANCIS, who impersonated BETTE DAVIS, and FRED UTTAL, who impersonated LESLIE HOWARD, went on excursions into the Bronx and Brooklyn to attend neigh-

borhood movie houses which were showing other pictures in which Miss DAVIS and HOWARD were starred. This gave them an opportunity to study the cinema stars and their voices in various moods.

In addition to all this, the radio mimics occasionally have to haunt the storage warehouses of the big movie companies to obtain a sound track recording of the voice of a star who is not playing in any current movie.

But, despite the long hours the radio mimics have to spend in movie houses, there is a redeeming feature.

The cinema production companies generally provide them with complimentary passes—and they sometimes can take friends with them.

Movies cost them little if anything.

# Records from the Continent By Lombardo

By GEORGE LILLEY

Short-wave fans who also happen to be GUY LOMBARDO fans aren't worrying a lot about GUY's decision to stop making phonograph records for home distribution. His latest tunes will peel forth from our loud-speakers just the same.

The LOMBARDOS can send their canned music far across the seas but no matter how far they go, distance is no barrier to radiations cast by the international spectrums. We would just as soon hear records from England's GBS or the Italian "Radio Roma" as a home station, anyway. And except for an occasional flickering fade, the volume is just as good.

'Tis strange but true that 90 per cent of the recorded tunes received from foreign cities are manufactured here in the States. We often have tuned in for a friend a short wave outlet at Buenos Aires or Honolulu with the hope of letting him hear some strange and weird music of other lands, but likely as not the crooning voice of one of our own satellites was the music that comes in.

Even with their imposing array of dance bands around, the British Empire stations give time to American recordings. OZZIE NELSON, VALLEE, JONES, LOMBARDO and the rest are no strangers to the thousands of English (and American) fans who dial in each day the programs from Daventry.

A recent newspaper dispatch says that the French Chamber of deputies has appropriated 80 million francs for propaganda purposes. This little item is mentioned here for the simple reason that the French short wave stations at Pontoise are, without doubt, among the country's chief propaganda disseminators.

The French ether casters radiate six distinctive programs every day, each directed to a different quarter of the globe. Starting at 7.30 A. M. (EST) on 19 meters, they transmit two-to-four hour programs beamed towards Indo-China, Asia, East Africa, West Africa, Central and South America, and North America and Canada. The later broadcast to this country is heard very well on 25.63-meters between 6.15 to 9

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## 'Smartest' Band

THE PRESIDENT SHOULD OFFER THEM CABINET POSITIONS

RICHARD HIMBER'S "SMARTEST" BAND  
PIANIST, GRADUATED FROM FORDHAM LAW SCHOOL  
DRUMMER, A REGISTERED PHARMACIST  
SAXAPHONE PLAYER HAS A PHI BETA KAPPA KEY  
VIOLINIST HOLDS DEGREES FROM THREE COLLEGES



RICHARD HIMBER'S dance orchestra is announced as "New York's smartest dance music." And there is some truth in this statement when applied to this CBS band. The pianist graduated from Fordham Law School and is a member of the Bar, the drummer is a registered pharmacist, the saxophone player has a Phi Beta Kappa key and the violinist holds degrees from three colleges.

## STATION DIRECTORY

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## THE MICROPHONE

Presents the

## Arthur Fiedler Esplanade Concerts

We cordially invite you to tune in

Mondays at 8.30 P. M. Over Stations

WNAC Boston WFEA Manchester, N. H.  
WNBH New Bedford WLBZ Bangor, Maine

Wednesdays at 8.30 P. M. Over Stations

WAAB Boston WICC Bridgeport, Conn.  
WEAN Providence, R. I. WNBH New Bedford  
WORC Worcester WFEA Manchester  
WMAS Springfield WLBZ Bangor, Maine

Fridays at 9.30 P. M. Over Stations

WNAC Boston WMAS Springfield  
WEAN Providence, R. I. WICC Bridgeport, Conn.  
WORC Worcester WNBH New Bedford



# Radio Lane

By Jimmy J. Leonard

**P**ARADOXICAL as it may seem, there is one group connected with radio which does not wish to be too successful. They are the boys from the music publishing houses, commonly known as "song pluggers." The song plugger is a man who wines and dines the orchestra leaders with the biggest loud-speaker following.

He also offers singers his many wares. His idea is to have his newest song played over the Lane as many times as he can; thereby causing the listener to hurry to his song-selling store to purchase a copy.

In some cases the music house has conceded to a demand for a "cut in" on the profits of the songs sale by the orchestra leader introducing the song over the air. **GEORGE OLSEN**, who introduced "The Last Round-Up," is rumored to have net over \$45,000 from the profits of the publishing house.

Occasionally the song is played too much, and it becomes a nuisance to the public and consequently to the publisher. In order to stop this song debauchery they are now endeavoring to organize with certain ends in view.

Many would like to know who that fellow "JOE" might be that has **FRED HOEY'S** throaty yells in his ears so constantly. **JOE TOBIN** is his full name, and he is the source of envy to all announcers on the Yankee Network payroll.

He is reputed to hold the softest job in the entire system. Imagine seeing all the ball games from an iced enclosure without the slightest qualm of money matters or position holding.

**JOE** defends his position by saying to the envious: "What would happen if a homer was hit just as I was opening a wire and so mutilated the message that it could not be read by Fred? What if Hoey's pipe was packed too full for comfortable smoking? What if I should fall asleep? And what would happen if my name was Algeron, Aloysius, or Armentidedes instead of just gold old 'Joe'?"

No one has any idea of the responsibility.

**CBS** plans to give the listeners quite a thrill by taking them on nice long rides in speedboats, racing cars, airplanes and other fast vehicles.

**JOEY NASH** has all N. Y. agog with his larynx. He is the newest of the bestest, is this 25-year-old tenor who graduated from sax tooting to sex shouting. So rejoice when you hear **NASH** has penned a contract for another year with his boss, **HIMBER**, exclusively.

**GEORGE JESSEL** quit the Columbia System because they wanted him to say "Hello folks and buddies," as well as a few other distasteful things. At least, that's what we hear. **GEORGE** is going to the Fair. **IRENE BORDONI** will go on the air twice a week starting July 27.

**AMOS 'n' ANDY** are splitting! But not the way you think. **ANDY** plans to vacation to Europe while **AMOS** is going to Alaska and Canada for his rest. **BEN BERNIE** is taking a vacation from the air for two months only to go to work on a barnstorming tour down Sou'.



BEN BERNIE

# THE ORIGINAL RADIO NEWSPAPER'S MICROPHONE

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## Does Radio Help?

**I**NTERNATIONAL BROADCASTS, now so common an occurrence, serve to bring the nations of the world closer to one another and thereby promote the cause of peace.

Such is the opinion of William A. Winterbottom as inferred in an article in Broadcasting, reprinted in last week's issue of The MICROPHONE.

But do they?

Certainly if radio in Europe were operated on a strictly non-partisan basis, if the speakers had no propaganda message to send out in self-justification, countries would be bound closer together by these international broadcasts.

Unfortunately, countries such as Nazi Germany broadcast internationally arrogant statements that frighten and antagonize neighboring lands and win no sympathy from listeners in America.

Radio properly used is an incomparable medium for promoting pacific relations, nationally and internationally. President Roosevelt has demonstrated that.

It should not be improperly used.

## Esplanade Concerts

**C**ONSISTENT with its policy of promoting the best in radio entertainment The MICROPHONE is presenting a series of broadcasts from the Charles River Esplanade in Boston.

These concerts are the outstanding musical events of New England's Summer season. The concerts are free, their continuance made possible by popular subscription.

The MICROPHONE sincerely hopes that it is bringing pleasure by these broadcasts to those who are unable to get to the Esplanade.

Wherever you are in New England, there is a station over which you may hear the broadcasts.

## Artists To Be Restricted To One Program

By DICK TEMPLETON  
 New York Correspondent

**N**OW that radio time is at a premium, a lot of changes are going to be put into effect—and one is, few singers will be featured on programs for more than one sponsor.

Time was when they talked a lot about **MORTON DOWNEY** being so well known as singing for a certain cigarette that no other sponsor would risk putting **DOWNEY** on the air because he had done such a great job of program identification for the cigarette, that the advertiser might fear listeners would think of Camels instead of whatever else **DOWNEY** might be advertising.

There was no little logic in that attitude at the time. But since then there have been quite a few singers who appear Monday night on one program and Wednesday on a second and perhaps Friday or Saturday on a third program.

Program builders are beginning to feel that such singers are virtually no program identification and hence are not as valuable as they might be to the program. Result is going to be that quite a few of them will not be forthcoming. A singer will be known, it would appear, by the sponsor he keeps.

Another prophet rises in radio. He is **MYRON KIRK**, young advertising executive with the firm of **RUTHRAUFF** and **RYAN**, nationally known advertising agency. He built the present show on which **GENE** and **GLENN** are appearing, and it was he who said the boys would start out very slowly on the network and would build up by the end of 12 weeks to real proportions. Today **GENE** and **GLENN** rank solidly on radio, which makes **KIRK** one of the few radio prophets in existence. **FRANK BLACK**, who forecast the flood of good music, is another.

Whereas the **GENE** and **GLENN** show, adhering to simple humor, has met with success with radio listeners, genial **FRED ALLEN** is still having trouble corraling enough listeners with his satire to make the sponsor kick up his heels with glee. They've made a change in the show, adding the golden voice of **JAMES MELTON**. **ALLEN** is very funny to sophisticates, but "the man in the street" has not taken him to his heart yet.

# Studiosity

By Les Troy

**D**URING the recent visit of the United States fleet to New York, two gobs were in the NBC studio during a recital by **CYRIL TOWBIN**, concert violinist. After the program the sailors told **TOWBIN** that they especially liked his playing of a fiery Spanish number.

When the violinist modestly said he was afraid it hadn't been quite up to his best standards, one of the gobs replied earnestly and with considerable feeling: "Look-a-here, mate, when the Navy sez it was swell, it was swell, see!"



RAY HEATHERTON

**JOE COOK** began singing on the House Party show heard on the NBC the other day. And since his musical debut he has been so proud of his musical prowess that he carries a combination cane - violin from which he produces Chinese music in idle moments.

There's a station down at Norfolk, Virginia, (**WTAR**) that has just joined the NBC networks. The studio building was all ready to join up even before they knew they were going to join. Door panels and elevator boy's uniforms alike were adorned with the NBC monograms.

The reason was that the new studios of **WTAR** are located in the National Bank of Commerce building in Norfolk.

And now we come to one of the tidiest bits we have heard in a long time. It restores our faith in womankind. May we quote from a publicity release. "Ray Heatherton, NBC baritone, was selected by readers of the Woman's Home Companion" as the ideal type of American boy."

The life of a radio imitator is not all play even though it sometimes looks like it. The cast of the "45 Minutes in Hollywood" program (that's where they present all the movie stars, you know) spends most of its time at the movies.

In order to get the many intonations of the screen stars' voices these people have to spend hours at the movies. They consider it a vacation when they do not have to go.

Our New York correspondent reports that **KATE SMITH** was recently seen shopping for romper suits. But he further found out that the suits were not for **KATE**, as he had suspected. They were all packed and addressed to pappoose **BLACK WOLF, Jr.**, of the Winnebagoes in Sioux City, Iowa. For, you see, **KATE** is an honorary member of that tribe.

The other night an enterprising young lady phoned CBS to inquire how to send her autograph book to Little America.

## To Subscribe to The Microphone

Fill out the blank and mail with cash, money order or check to The MICROPHONE, 34 Court Square, Boston, Mass.

(Please print)

Name.....

Street.....

City or Town.....

State.....

(Subscription \$1.50 per year, postpaid)



# A History of the Radio-Press Relationship in Great Britain

## Enmity Now Is Changed to Alliance

(Continued from Page 1)

dium which has ever been at the service of the public.

### Its Limitations

Its practical limitations in the case of news or talks; essential differences in technique from the written word; the proved physical (ear-to-brain as compared to eye-to-brain) limitations of listeners, all lead inevitably to this conclusion.

Were not the Press in accord with such a point of view it would rush to exploit a freshly created interest rather than introduce obstacles in the development of a medium supplementary to, rather than in competition with itself.

Moreover, history has shown that it is unprofitable to attempt to "put the clock back." Broadcasting has come to stay; already it plays an essential part in the life of most civilized communities. One cannot emulate CANUTE without risking one's prestige and the unsympathetic laughter of posterity.

Broadcasting of news in the United States most probably suffers from incidental difficulties not experienced in Great Britain. It is quite conceivable that the attitude of the Press in the United States may have stiffened as a result, not of fear of competition or reduced circulation, but of an understandable resentment at the enormous revenue assumed to have been diverted to sponsored programs, from newspapers and periodicals.

Here again it is arguable as to whether the one medium should not of necessity be supplementary to the other; whether in fact sponsored broadcasts should not be additional to, rather than in substitution of newspaper advertising. I am glad to be out of range of the relevant statistics although they might help to elucidate a vexed question.

In Great Britain the "unity of command" or monopoly if you like, under which the B. B. C. operates, places it in an obviously stronger position to negotiate with the powerful newspaper interests concerned; but against this should be set the probable antagonism inspired by the successful career of the three journals owned and controlled by the Corporation, which accept general advertising. There is, I believe, no parallel to this in the United States.

### Unified Control

By 1927 there was considerable progress to report. Previously, and before it was determined that broadcasting in Britain was to be under unified control and administered as a public service, some elements of the newspaper industry considered adopting the new medium, to the possible discomfiture of their competitors.

This was the course previously followed in the United States, where broadcasting was readily incorporated into the machinery of competitive journalism. And, while certain newspaper proprie-

## Broadcasting the Races



ANNOUNCERS and control man are here photographed just before the broadcast of an English boat race. These races are among the most frequent of the spot news broadcasts in Great Britain.

## Situation Is Contrary to That in U.S.

specifically admit it. Here then was a needed opportunity of enriching programs, and also of weakening the hostility of the newspapers.

The result was a series of about 12 programs spread over some 18 months, provided by various newspapers, both in London and the Provinces. With a satisfactory increase in revenue, and a general improvement in relations with the Press, the practice of accepting program material provided in the studios was discontinued. It was not a practice which the B. B. C. meant to become a permanent feature of British broadcasting; but as a temporary measure it was fully justified on the grounds of expediency.

Thereafter, all proposals from newspapers as from other outside organizations, were to be considered primarily as "outside broadcasts," that is, that where entertainments were being given in the ordinary way the B. B. C. would be disposed to consider taking excerpts if program values justified this course.

The element of advertising was not to be obtruded in any way, direct or indirect, beyond bare courtesy acknowledgment.

[This article on the history of the radio-press relationship in Great Britain will be concluded in the next issue of *The MICROPHONE*.]

tors in Britain were thinking of following the American lead, some of the great stores and other leading advertisers also contemplated operating their own wireless services as adjuncts to their publicity.

Had the American example been followed we know now that chaos would have supervened, with the probable result that there would now be no broadcasting of any account in Britain, where conditions are entirely different to those in the United States.

Having agreed not to exploit broadcasting as against each other, the newspapers formed a united front to protect their interests against the expected predations of this unknown instrument of news distribution. Before the Broadcasting Company was actually formed, the newspapers induced the Post Master General to agree that the new organization could distribute news only at their sufferance.

Thus, when the B. B. C. began to transmit, it found itself considerably handicapped on the news side of its work. There was to be no independent news activity on the part of the B. B. C. The two bulletins, provided by the agencies working for the newspaper industry were to be broadcast as prepared by Messrs. REUTER, and the first was not to go out before 7 P. M.

### General Boycott

The newspaper proprietors then considered how they might participate in B. B. C. revenue in the form of payment for the space occupied by the published programs. This grew to the dimensions of an attempt at a general boycott. But the B. B. C. held its hand, and allowed events to determine the issue.

Then an enterprising advertiser was induced to begin advertising the B. B. C. programs in the space he bought in a London evening paper, whose circulation rapidly expanded as a result. The boycott collapsed after a few days, and thenceforward the

newspapers anxiously sought and published all the program information they could get. It was demonstrated that the B. B. C. was "big news."

The news stage in the development of these relations was due to the realization of the remarkable hold which broadcasting was securing on public opinion.

Those newspaper proprietors who still regarded broadcasting as the natural enemy of the printed word, with those who were just jealous of its amazing popularity, sought in a variety of ways to discredit the B. B. C. Hostile correspondence was inspired and big attacks were launched on the alleged bad programs.

These attacks took place at intervals which could be judged in advance with reasonable accuracy. In between hostility evinced itself in periodical "sniping." For either the large scale attacks or the "sniping" to succeed, it was necessary so to damage the morale of the B. B. C. that it would be induced to reply with the same truculence. But the B. B. C. refused to be "drawn." It would not "play."

Great care was taken to distinguish between friendly instructive criticism and the criticism calculated only to cripple. For it must be kept in mind that even while these "interested" attacks were in progress, the vast majority of the newspapers and periodicals of the country were offering valuable straightforward criticism which exercised a great deal of influence in shaping both policy and programs. By paying due attention to the latter and disregarding the former, the B. B. C. went on building its programs to the best of its ability.

The failure of large scale "interested" attacks was followed by a period of comparative quiescence. The newspaper front did not retain its unbroken character. There were important defections, notably by those who made overtures to the B. B. C. to be allowed to provide program mate-

rial in return for courtesy acknowledgment.

The first firm offer of this kind was received towards the end of 1924, when B. B. C. funds were low. The License did not rule out the acceptance of such provided material; it did in fact

**Don't miss your**

**GOOD MORNING MELODIES!**

**Brighten each**

**WEDNESDAY  
and FRIDAY**

with the Merry  
Melodies of  
**HELEN BARR  
EDWARD JARDON  
and  
del CASTILLIO**

at  
**9.30 A.M.**

over  
**Station WEEI**

**Your host -  
FELS-NAPHTHA**

has an attractive  
gift for you  
**TUNE IN!**







## Q. And Also A.

**Q.—**What does this drawing represent?

**A.—**It might be called "A Portrait of An Average American".

**Q.—**Just what do you mean by that?

**A.—**We haven't space on this page to tell you.

**Q.—**Then where can I find the answer to my question?

**A.—**You'll find the answer on the editorial page of



for July, accompanied by an editorial called "Wake Up, America!"

**Q.—**But that doesn't apply to me, does it?

**A.—**That's what you think.

**Q.—**Don't be so modern! I'm interested. What now?

**A.—**Why don't you fill out this blank and send it to us?

**Q.—**Will I wake up then?

**A.—**It's up to you. We are merely suggesting.

**The MICROPHONE, Inc.**

*Circulation Manager,  
NOW,  
No. 34 Court Square,  
Boston, Massachusetts.*

I'd like the next twelve issues of NOW. I am inclosing \$1.50 (Cash, check or money order.)

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# Four Programs from Europe Are Sponsored for the First Time

## Lawrence, Boyer Are Featured

Marking a new milestone in the history of radio, the first commercial series of broadcasts ever staged in Europe especially for American listeners are being brought across the Atlantic by short wave and presented in the United States over an NBC-WJZ network.

Four big variety shows from London, Berlin, Paris and Vienna feature a series of foreign entertainments now being produced in European radio studios under the sponsorship of the Gulf Refining Company for broadcasts during their Sunday night Gulf Headliners series.

GERTRUDE LAWRENCE, JOHN TILLEY, LUCIENNE BOYER, RITA GEORG, JOSEPH SCHMIDT, ERNST WILHELMY, ROSL SEEGER, the Comedian Harmonists and other outstanding English and Continental stars, as well as leading European orchestras, are being heard in these four broadcasts of the series.

The Gulf Refining Company, which takes a pioneering role in sponsoring the international series, also has given American audiences such typical native stars as WILL ROGERS, GEORGE M. COHAN, ARTHUR BRISBANE and FRED STONE.

### Familiar Stars

The first of the big international variety shows, broadcast from London on Sunday, July 15, brought several stars already well known in the United States and a group of London performers whose work was new to American ears.

GERTRUDE LAWRENCE, celebrated dramatic and musical revue star, who topped the bill, is equally popular on the stage in her native London and in New York, and CARROLL GIBBONS, whose orchestra furnished the music, is an American who first went to London with RUDY VALLEE's orchestra.

Among the other performers were JOHN TILLEY, famous English radio humorist; DANNY MA-

### Droll



JOHN TILLEY, English radio humorist appeared during the first broadcast from London.

LONE, popular Irish tenor; WEBSTER BOOTH, singer of Scotch songs, and RAY NOBLE, British composer, who directed GIBBONS' orchestra in one of his own compositions. The Welsh Guards Choir completed the London list of entertainers.

From Berlin on Sunday, July 22 was heard ERNST WILHELMY, German actor and master-of-ceremonies; ERNST GROH and ROSL SEEGER, vocalists; the Comedian Harmonists, and LUDWIG RUTH'S Orchestra. Paris and Vienna subsequently will contribute similar arrays of native talent.

Although the broadcasting systems of England, France, Germany and Austria are all government owned and do not operate in their own countries under a commercial system of broadcasting, the representative of Gulf Refining Company encountered only the greatest courtesies in his efforts to make arrangements for the series of international programs.

### The Origin

The plans for this step in the development of broadcasting were begun as far back as March, when the representative went to Europe to make the preliminary contracts with European artists and heads of the broadcasting systems. This work was carried on through the American embassies and the foreign offices of the various governments. The officials whose co-operation was so willingly extended felt that this series was inaugurating new fields of international contacts which were highly desirable.

The British Broadcasting Company, carrying no commercial broadcasts, not only furnishing the studios for the rehearsing and presentation of the programs, but also loaned the services of CHRISTOPHER STONE, the most popular English announcer, to introduce the artists and explain the program. High personages in the British government intervened to secure the services of the Welsh Guards Choir, an outstanding feature of the first program.

The PRINCE of WALES is honorary colonel of this regiment of guards. It will also be possible, through the great interest felt in England, for the Gulf Program to present other famous military bands on subsequent broadcasts.

Dr. KURT V. BOECKMANN, director of short wave broadcasting of the Reich Rundfunk Gesel-

schaft, the German broadcasting system, contributed much in interest and co-operation in making the programs from Berlin possible, according to the sponsor's representative. Studios in the Rundfunk Haus, the Radio City of Germany, were put at the disposal of the representative, and valuable aid was given in securing outstanding artists.

The French Foreign Office, the Quai d'Orsay, became interested in the proposed plan for these international broadcasts, and actively went to work to aid in carrying it out. The American Embassy staff also co-operated greatly, in arranging meetings between the Gulf representative and officials in the foreign office. The studios of Radio Coloniale directed by the Minister of Posts and Telegraphs, will be used for the broadcast.

In Vienna, the representative also found only co-operation. Ravag, the Austrian governmental broadcasting system, furnished studios and assisted in engaging the artists.

### Years of Research

Although the Gulf representative went to Europe as far back as last March, he did not embark on his mission until nearly six years of intensive research and experimentation by NBC engineers had made fairly accurate prediction of transmission quality on any given date possible.

Since 1928, NBC short wave experts have been conducting tests and keeping daily logs and charts of the effectiveness of short-wave transmission between the United States and Europe.

As a result of these studies the NBC engineers not only discovered that satisfactory transatlantic short-wave transmission is largely dependent upon existing magnetic conditions, but by making use of the marked periods of rotation to which magnetic disturbances are subject, also were able to chart their probable course.

Later, by correlating these magnetic charts with other factors affecting short-wave transmission, such as the season of the year, the hour of day and available wave lengths, W. A. R. BROWN and NBC short-wave experts, working under the direction of Chief Engineer O. B. HANSON, were able to plot other charts forecasting the probable quality of reception.

After the accuracy of these forecasts had been established by actual broadcasts from Europe on a sustaining basis, the forthcoming Gulf Headliners series was booked. Barring such unpredictable things as the sporadic storms which defy all charts, this evidence indicates that the European entertainments which Gulf is bringing across the Atlantic will all be transmitted faithfully to listeners in this country.

### Complex Path

When the Gulf Headliners programs leave the studios in one of the European cities they follow a complex path to the American radio listener. From the studios they go by land wire to the short-wave transmitter thence across the ocean by short-wave to the receiver at Riverhead, Long Island, or on the Jersey coast. From that point they travel again by land wire to NBC master control in Radio City and then out to the network.

When it is 7 P. M. in Texas and 9 P. M. in New York, it is 2 A. M. in London and 3 A. M. in Berlin.

## When German Youth Smiles



ROSL SEEGER, young German singer, was heard in the program broadcast from Berlin last Sunday.

**Now—**

**Every evening  
At 6:35**

**National  
PRESS-RADIO  
NEWS**

over  
Station

**WEEI**

**Keep pace  
with daily developments  
thru these**

**DAILY  
NEWS BROADCASTS**

over the  
Friendly Station

**WEEI**

### Director



CARROLL GIBBONS who conducted the orchestra during the first broadcast in the series. He is an American who went to London with RUDY VALLEE'S Orchestra but did not return with it.

Thursday August 2 - Whiteman's Ensemble NBC-WEAF, 10 P.M.

Highlights

P.M. 8.00-Rudy Vallee, NBC-WEAF 9.00-Captain Henry's Show Boat, NBC-WEAF 10.00-'45 Minutes in Hollywood," CBS-WABC Paul Whiteman, NBC-WEAF 11.00-Vera Van, songs, CBS-WABC

(All programs are listed in Eastern Daylight Saving Time, Eastern Standard Time is one hour earlier; Central Time is two hours earlier.)

8 A.M. EDT; 7 EST; 6 CT Radio City Organ, WEAF E. B. Rideout, weather, WEEI Morning Devotions, WJZ KDKA Lyric Serenade, WABC, 30 m. Morning Melodies, WPG 8.15 A.M. EDT; 7.15 EST; 6.15 CT Don Hall Trio, WJZ WBZ WHAM Songs, KDKA Exercises, WPG News, WNBX, 45 m. 8.30 A.M. EDT; 7.30 EST; 6.30 CT Cheerio, WEAF WEEI WGY WLW, 30 m. Lew White, organist, WJZ WHAM WBAL KDKA, 30 c.; WBZ, 15 m. Salon Musicale, WABC Organ, WPG 8.45 A.M. EDT; 7.45 EST; 6.45 CT Caroline Gray, pianist, WABC 9 A.M. EDT; 8 EST; 7 CT Resume and Herman and Banta, WEAF WEEI Willis, McCullough, songs, WGY Breakfast Club, WJZ WBZ WHAM KDKA WFLA Salt and Peanuts, WLW Deane Moore, tenor, WABC WCAU Devotions, WHAS, 30 m. Early Birds, WNBX, 1 h. 9.15 A.M. EDT; 8.15 EST; 7.15 CT Landt Trio and White, WEAF WEEI WGY WLW Mood Neapolitan, WABC, 30 m. (WPG from 9.30) 9.30 A.M. EDT; 8.30 EST; 7.30 CT Morning Glories, WEAF WEEI Little Jack Little's music, WGY Hymns, WLW Wildcats, WHAS 9.45 A.M. EDT; 8.45 EST; 7.45 CT The Sylvan Trio, WEAF WEEI WGY Sylvan Trio, WLW Sammy Fuller, KDKA Eton Boys, quartet, WABC WCAU Dave Tyson, songs, WPG Hawaiians, WHAS Keep Fit Club, WGN Jean Gravelle's Orchestra, WMCA 10 A.M. EDT; 9 EST; 8 CT Breen and de Rose, WEAF WGY Del Castillo, organist, WEEI, 30. Joe White, tenor, WJZ WBZ WHAM KDKA, 30 m. Health Talk, WLW Bill and Ginger, WABC WCAU WHAS Home Hour, 1 h., news at 10.30, WPG Variety, WGN Pure Food Hour, WOR, 1 h. On the Air, WNBX 10.15 A.M. EDT; 9.15 EST; 8.15 CT Clara, Lu 'n' Em, WEAF WGY WLW WEEI WGN Castles of Romance, WJZ WHAM KDKA Duke Dewey's Orchestra, WBZ Ida Bailey Allen, WABC WCAU WHAS Matinee Melodies, WNBX 10.30 A.M. EDT; 9.30 EST; 8.30 CT News, Morning Parade, WEAF, 45 m.; WGY from 10.45 (WEEI from 10.45) Today's Children, WJZ WBZ KDKA WFLA Arthur Chandler, organ, WLW Markets and Mail Box, WGN, 30 m. News and Artist Recital, WABC WCAU Ramlers, WHAS Morning Concert, WNBX, 45 m. 10.45 A.M. EDT; 9.45 EST; 8.45 CT News and Radio Kitchen, WJZ WBZ KDKA WFLA Organ, WLW Tenor, WGN Dr. Maurice I. Lewis, WABC WCAU WPG Bob Acher, WHAS 11 A.M. EDT; 10 EST; 9 CT Galaxy of Stars, WGY, WLW U. S. Navy Band, WJZ WBZ KDKA WFLA, 30 m. (WHAM from 11.15) Swinging Along, WABC WCAU WHAS, 30 m. Jean Weiner, organ, WPG 11.15 A.M. EDT; 10.15 EST; 9.15 CT Frances Lee Barton, WEAF WGY WEEI Your Friendly Neighbor, WGN Town Crier, WNBX 11.30 A.M. EDT; 10.30 EST; 9.30 CT Pedro Via's Orchestra, WEAF WEEI, 30 m. Cimalene Carnival, WGY, 30 m. Hazel Arth, contralto; Andy Sanella, WJZ WBZ WBAL KDKA Music, WHAM Market Reports, WLW Melody Men, WGN Madison Ensemble, WABC WCAU WHAS WPG, 30 m. Matinee Melodies, WNBX 11.45 A.M. EDT; 10.45 EST; 9.45 CT Al and Lee Reiser, WJZ WBZ WHAM KDKA Painted Dreams, WGN WLW Poem, WNBX

12 N. EDT; 11 A.M. EST; 10 CT John Fogarty, tenor, WEAF WEEI WGY WJZ WHAM WSM WFLA The Lonely Traveller, WJZ WHAM WSM WFLA Monitor Views the News, WBZ Dan and Sylvia, KDKA Mary Alcott, songs, WLW Connie Gates, songs, WABC WCAU WHAS Home Sweet Home, WPG Danny Dec, WOR Nicholas Garagusi, violinist, WMCA, 30 m. Harold Turner, pianist, WGN Victor Program, WNBX 12.15 P.M. EDT; 11.15 A.M. EST; 10.15 CT Honeyboy and Sassafras, WEAF WEEI Martha and Hal, WGY String Ensemble, WSM Fields and Hall, WJZ WHAM KDKA WFLA Babs and Don, WLW Along the Volga, WABC WHAS WPG Ida Bailey Allen, WOR Rube Appleberry, WGN NRA talk, WNBX 12.30 P.M. EDT; 11.30 A.M. EST; 10.30 CT Rex Battle's Ensemble, WEAF WGY WLW, 30 m. Vic and Sade, WJZ KDKA WSM WFLA, 30 m. (WPG from 12.45) Al Kavelin's Orchestra, WABC WCAU WHAS, 30 m. (WPG from 12.45) Stocks, WMCA Rev. M. E. Barter, WNBX Roger Robinson, baritone, WGN Rev. M. E. Barter, WNBX 12.45 P.M. EDT; 11.45 A.M. EST; 10.45 CT Vagabonds, WGY N. E. Farm Talk, WBZ, 30 m. Words and Music, WJZ WHAM WSM Wm. Penn Orchestra, KDKA Home Management Talk, WGN The Texans, WLW Organ, WMCA, 30 m. News, WNBX 1 P.M. EDT; 12 N. EST; 11 A.M. CT Markets, weather, WEAF KDKA Bradley Kincaid, WGY Bob Albright, WLW Variety, WFLA, 30 m. Do, Re Mi Trio, WABC Velasco's Orchestra, WABC WHAS, 30 m. Weather, music, WPG, 45 m. Dr. H. I. Strandhaagen, WOR Mid-day Service, WGN, 30 m. Bob Neal, WNBX 1.15 P.M. EDT; 12.15 EST; 11.15 A.M. CT Dick Fidler's music, WEAF Musical Program, WGY The Honorable Archie and Frank, WJZ KDKA WSM River and Markets, WLW Ariel Ensemble, WOR Mirror Reflections, WMCA Andrea Gossili, WNBX 1.30 P.M. EDT; 12.30 EST; 11.30 A.M. CT Orlando's Orchestra, WEAF, 30 m. WEGY Reading Circle, WEEI, 30 m. WGY Farm Program, WGY, 30 m. National Farm and Home Hour, WJZ WBZ WHAM KDKA WLW WSM WFLA, 1 h. Frank Dailey's Orchestra, WABC WCAU WPG WHAS, 30 m. Instrumental Trio, WMCA, 30 m. Markets, music, WGN Theatre Club of the Air, WOR Old Time songs, WNBX 1.45 P.M. EDT; 12.45 EST; 11.45 A.M. CT Contralto, WPG Venna Osborne, soprano, WOR Jesse Crawford, organ, WGN Farm-Reporter, WNBX 2 P.M. EDT; 1 EST; 12 N. CT Stones of History, WEAF NEN Pure Food Institute, WEEI, 30 m. Paul Curtis, tenor, WGY Ann Leaf, organist, WABC WCAU WPG Weather, markets, WHAS Dr. Arthur Frank Payne, WOR Jesse Crawford, organ, WGN Helen King, handwriting, WMCA 2.15 P.M. EDT; 1.15 EST; 12.15 CT Household Chat, WGY Abraham Chasins, pianist, WABC WCAU Wildcats, WHAS "Memories," WOR Sports talk, WMCA Romance of Heen Trent, WGN 2.30 P.M. EDT; 1.30 EST; 12.30 CT Trio Romantique, WEAF WEEI WGY WLW Dramatic Sketch, WJZ WHAM WFLA Home Forum Cooking School, WBZ Poetic Strings, WABC WHAS WPG Home Forum, KDKA, 30 m. Markets, WSM Baseball, Chicago vs. Boston, 3 h. 30 m. (2 games) WGN "The Homemaker," WOR, 30 m. Tex and Eddie, WMCA 2.45 P.M. EDT; 1.45 EST; 12.45 CT Ma Perkins, WEAF WEEI WGY WLW WFLA WSM Nancy Noland, WJZ WHAM Edwin Otis, baritone, WBZ Palmer House Orchestra, WGN Agricultural College, WHAS Popular Songs, WMCA 3 P.M. EDT; 2 EST; 1 CT Dreams Come True, WEAF WEEI WGY Musical Keys, WJZ WBZ WHAM KDKA WSM, 30 m. (WFLA from 3.15) Collegians, WFLA Camay Minstrel, WLW Metropolitan Parade, WABC WCAU WPG U. of Kentucky, WHAS, 30 m. Sally and Sue, WOR Louise Brabant, soprano, WGN Betty Gould, organ, WMCA 3.15 P.M. EDT; 2.15 EST; 1.15 CT Melvin Cassmore, "An Appraisal of America," WEAF WGY Silver Lining Hour, WEEI Low Down, WLW Piano Recital, WOR Pianologue, WMCA Harold Turner, pianist, WGN 3.30 P.M. EDT; 2.30 EST; 1.30 CT Woman's Radio Review, WEAF WEEI WGY, 30 m. Roy Shield and his orchestra, WJZ WBZ WHAM KDKA WSM WFLA Sputter and Whine, WLW Dancing by the Sea, WABC WCAU WHAS WPG Stocks, WMCA Jesse Crawford, organ, WGN

Comeliness



ANNETTE HANSHAW, vocalist, is one of the brightest stars on the Captain Henry's Show Boat program broadcast Thursday at 9 P. M. over the NBC-WEAF network.

Raginsky's music, WABC WCAU WHAS Uncle Don, WOR, 30 m. Orchestras, WGN, 30 m. Arthur Lewis, baritone, WMCA, 30 m. Farm Flashes, WNBX 6.15 P.M. EDT; 5.15 EST; 4.15 CT Piano Pals, WGY Bill Williams, WBZ Baseball, KDKA Bobby Benson and Sunny Jim, WABC WCAU Organ, WHAS Matinee Melodies, WNBX 6.30 P.M. EDT; 5.30 EST; 4.30 CT Press-Radio news, Mary Small, WEAF WGY WSM WFLA Baseball scores, current events, WEEI Stamp Club, WJZ Jack Armstrong, WLW Time, weather, WBZ News and Charles Barnett's Orchestra, WABC Special Program, WCAU Motor Tips, WOR Singing Lady, WGN Eskimo Family, WMCA The Keys, WNBX, 30 m. 6.45 P.M. EDT; 5.45 EST; 4.45 CT Mary Small, songs, WEAF WGY Sailor Riley, WEEI Lowell Thomas, news, WJZ WBZ WHAM KDKA WLW Little Orphan Annie, WSM Comedy Stars, WCAU Sanders Sisters, WHAS Phil Cook, WOR News Commentator, WMCA Little Orphan Annie, WGN 7 P.M. EDT; 6 EST; 5 CT Baseball Resume, WEAF Male quartet, WEEI Freddy Martin's Orchestra, WJZ WBAL News and ERA Choristers, WABC WCAU WHAS Headline Highlights, WGY String Ensemble, WSM Hawaiians, WLW Sylvia Froos, WABC WCAU WHAS Ford Frick, sports, WOR Ben Potter, sketch, WGN Soiree Musicale, WMCA, 30 m. Organ Reveries, WNBX 7.15 P.M. EDT; 6.15 EST; 5.15 CT Gene and Glenn, WEAF WEEI WGY WFLA Organ, KDKA Emerson's Orchestra, WLW The House by the Side of the Road, WABC WCAU Musical Dessert, WGN Dinner Concert, WHAS King's Men, WNBX 7.30 P.M. EDT; 6.30 EST; 5.30 CT Shirley Howard; the Jesters, WEAF WGY Revue, WEEI Ed Lowery, WJZ WBZ WBAL WHAM KDKA, 30 m. Bob Newhall, WLW Ferdie Grofe's Orchestra, WABC WCAU Club Program, WHAS Ray Perkins' Orchestra, WOR Sports Reporter, WGN News and Archie Bleyer's Orchestra, WMCA Keys of Claremont, WNBX, 30 m. 7.45 P.M. EDT; 6.45 EST; 5.45 CT Irene Bordon, Beatram Hirsch's music, WEAF WEEI Frank Buck, WJZ WBZ WHAM KDKA WLW WFLA Boake-Carter, WABC WCAU WHAS Melody Masters, WLW World's Fair News, WGN Leon Friedman's Orchestra, WMCA 8 P.M. EDT; 7 EST; 6 CT Rudy Vallee and guest artists, WEAF WEEI WGY WLW WSM WFLA, 1 h. Grits and Gravy, mountain sketch, WJZ WBZ KDKA, 30 m. Kate Smith, WABC WCAU WPG WHAS Ford Frick, WOR Orchestra, WGN, 30 m. Three Little Funsters, WMCA Reveries, WNBX 8.15 P.M. EDT; 7.15 EST; 6.15 CT Easy Aces, WABC WCAU WHAS Police Report, WPG Meyer Davis' Orchestra, WMCA 8.30 P.M. EDT; 7.30 EST; 6.30 CT John Fogarty and Dorothy Page, songs, WJZ KDKA Leith Stevens Harmonies, WABC WCAU WHAS-WPG, 30 m. Palmer House Ensemble, WGN Dick Newton, piano and songs, WMCA 8.45 P.M. EDT; 7.45 EST; 6.45 CT Al and Pete, KDKA Earl Burnett's Orchestra, WGN Eli Dantzig's Orchestra, WMCA 9 P.M. EDT; 8 EST; 7 CT Captain Henry's Show Boat, WEAF WEEI WGY WSM WFLA, 1 h. (WLW from 9.30) Death Valley Days, drama, WJZ WBZ WHAM KDKA WLW, 30 m. Bar X Days and Nights, WABC WCAU WHAS WPG, 30 m. Orchestra, WGN, 30 m. Rod and Gun Club, WOR Bill Brown, Golf Talk, WMCA 9.15 P.M. EDT; 8.15 EST; 7.15 CT "Romance in Song," WOR Miami Beach Orchestra, WMCA 9.30 P.M. EDT; 8.30 EST; 7.30 CT Goldman's Band, WJZ WBZ WHAM, 30 m. Squire Hawkins, KDKA Melody Masterpieces, WABC WCAU WPG Harry H. Balkin, WOR Wayne King's Orchestra, WGN Oxford Male Quartet, WMCA 9.45 P.M. EDT; 8.45 EST; 7.45 CT Kelley Sisters, KDKA "Fats" Waller's Rhythm Club, WABC WCAU WPG Mid-Week Hymn Sing, WHAS, 30 m.

Police Radio

Table with 2 columns: Station Meters and Location. Lists various police stations and their locations across the region, such as Pawtucket, R. I., Woonsocket, R. I., Rochester, N. Y., Syracuse, N. Y., Bronx, N. Y., Brooklyn, N. Y., New York City, Buffalo, N. Y., Albany, N. Y., Arlington, Mass., East Providence, R. I., Newton, Mass., Providence, R. I., Framingham, Mass., Northampton, Mass., Bridgewater, Mass., Albany, N. Y., Boston, Mass. (Fire), etc.

EVERY subscriber to or other purchaser of THE MICROPHONE is entitled to share its benefits with a friend. Write to Circulation Manager, The MICROPHONE, No. 34 Court Square, Boston, Massachusetts, giving the names and addresses of those you'd like to become familiar with The MICROPHONE. A sample copy will be sent promptly to each name given, without obligation.





# Reflections

By Diana Herbert

The MICROPHONE'S Fashion Observer

**ON ALL SIDES** we hear news of the beret's triumphant return to the style picture. It is too comfortable and versatile a head-covering ever to be discarded altogether. It is at home anywhere, from golf links to night clubs.

**KATHARINE HEPBURN** chooses it to complete her air travel costume. **GERTRUDE LAWRENCE** adds a spray of asprey at one side and wears it for important theatrical lunches or celebrity cocktail parties. Many sportswomen are wearing it in pique or linen to match their Summer play-clothes.

**THE NEW BERETS** are most often in velvet, tilted forward or to one side, but always tilted. They may be adorned with anything from a modest grosgrain bow to one's best diamond pin. Sometimes whole birds are perched on the forward swoop, or a miniature velvet flower garden!

**THE TRICORNE** is the other important candidate for the Autumn millinery leadership. A new tricorne, of course, varied and infinitely softer and more becoming than its somewhat stereotyped predecessor. It it often accompanied by a romantic little veil and the combination is awfully flattering to certain physiognomies. Especially a heart-shaped face.

**IRENE RICH** makes an enormously chic appearance in a small hat which is part bowler, part tricorne, with a deftly rolled brim held on one side by a tiny ragged chrysanthemum, and allowed to dip just a trifle on the other. With this she wears a crossbarred nose-veil and a black jacket finished at the base of the neck by a flat grosgrain band and a prim little bow. The jacket hangs loose from its fastening to reveal the dainty, white georgette blouse, made entirely of fine horizontal tucks.

**THESE DAINTY** lingerie blouses, ornamented by beautiful handwork and delicate laces will carry over into the Fall and Winter mode. They are so young in feeling and flattering to all types and ages. Picture how charming their fragility will be emerging from under a velvet suit!

## This and That

(Continued from Page 1)

Coming back to the Esplanade Concerts. Looking out from the shell where the announcer's microphone is stationed in the midst of the orchestra at the tremendous audience, I have seldom seen so impressive a sight.

There is apparent a rapt attention and devotion to music that defy descriptive words.

All honor to **ARTHUR FIEDLER** and his orchestra for what they are doing in presenting these splendid outdoor concerts free to the public.

## Dance Bands On the Hall of Fame

Ten of America's most famous dance bands will enter radio's Hall of Fame during the next 10 weeks on the Sunday evening broadcasts over the NBC-WEAF network at 10 P. M.

Among the dance bands included will be **DUKE ELLINGTON'S** and **RICHARD HIMBER'S**. Others will be announced later.

## "Frog-Voiced"



**POLEY MCCLINTOCK**, member of **FRED WARING'S** troupe. He performs all sorts of vocalistic tricks during the broadcasts as well as play the drums.

## Q. and also A.

**Q.** Who was the cornet soloist on the **GOLDMAN** band program?  
**F. V. T.**, Jamaica Plain, Mass.

**A.** **Frank Elsass**, who was discovered by **Goldman** and immediately added to his band. **Goldman** thinks him the finest cornetist he has ever heard.

**Q.** What station broadcasts the **DICK TRACY** series?  
**L. M.**, Elizabeth, Me.

**A.** This series is off for the Summer, but will be on in September over **WJZ**.

**Q.** What is **TONY WONS'** Wisconsin address?  
**J. F. Y.**, Portage, Wisconsin.

**A.** If you mean his vacation address we do not know. Write to **CBS**; they must know.

## WHAS Radio Party

A giant radio party in celebration of its 12th anniversary will be given by Station **WHAS** at Louisville, Kentucky. The party will take place at Fontaine Ferry Park on Saturday, July 28, beginning at 10 A. M. All the artists of Station **WHAS** will make personal appearances at the anniversary.

## An Announcer's Diet



**DAVID ROSS**, who reads poetry over the Columbia chain, gets lots of telephone calls, but the prize call came the other day. It was from a lady, a dietician by profession. She had heard Mr. Ross and could tell by the way he spoke that he wasn't having a proper diet. She wanted to tell him just what he should eat to sound well on the air. Dave said it was probably spinach.

# Nimblewits

By Everett Smith

"Wit Teasers" on Sunday at 11.30 A.M. from **WBZ**

**NO. 1.** (no time limit) Perhaps this cryptogram will give you some idea of where radio humorists find their material—if you solve it.  
**ACEG ICLME OQM EOSUOWMY ZQCA GBM OQL, DFG ECAMDCYH EMGE GBMA OYQJZG JK O ACYMQK DCOG, GBOG'E OSS**

## Brother Not to Enter the Ring—Baer

(Continued from Page 1)

connection with his radio contract. He cannot even murmur "Hello" over any other radio broadcast. But he tosses aside this worry with a nod of his head and, "Why should I? They're paying me enough."

Although **BAER'S** contract calls for his services alone in a three-month contract, he can't understand why they didn't sign up his huge brother, "BUDDY." **MAX** thinks "the kid" can sing better than most singers on the air.

**MAX** has decided that "BUDDY" will not enter the ring for his living. "That kid has a voice," says the Champ, "and I'm not going to see him patted about the ring by some ham, when he could be making plenty with his singing."

When **MAX BAER** goes on a vacation, he usually resides in a 40-acre ranch owned by his manager, **ANGEL HOFFMAN**. He explained it was a "swell" ranch just outside of Sacramento, California.

It has everything; even to a broadcasting room.

**No. 2.** (3 minutes) How are you at changing colors? Changing colors? Changing only one letter at a time, and forming a proper word each time, change **BLUE** to **PINK** in eight moves.

**No. 3.** (3 minutes) Try juggling or transposing the letters below to form words, and then rearrange the words to form a proverb:  
**ALFL HOGET RIPED A REEFBO**

**No. 4.** (2 minutes) And while we were juggling the above on our "CORONA" it suddenly occurred that the letters in that word "Corona" could be juggled to spell the name of an animal. Can you discover it?  
\* \* \*

Answers to Last Week's Nimblewits:  
1. Deciphering ciphers by scientific analysis has become an important science called cryptanalysis.  
**No. 2.** 8 1/4.  
**No. 3.** Claimed, Decimal, Medical, Medalic.  
**No. 4.** Ark, Are, Ere, Err, Ear, Tar, Tan, Ton, Too, Zoo.

## Meet—a national favorite!

## BIG FREDDY MILLER

"Six-foot-one of harmony and song."

A new and novel program on

TUESDAYS

and

THURSDAYS

at

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## NEW ENGLAND NETWORK

WEEI — BOSTON

WTAG — WORCESTER

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WTIC — HARTFORD

# Tamara, Lady of Russia

LAST WINTER a 42nd Street theatre in New York was packed nightly by people who came to see and hear Jerome Kern's operetta, "Roberta." The most popular tune from the show, "Smoke Gets In Your Eyes," was sung by a small girl with a suspicion of an accent. Her name was Tamara.

Tamara is a bright young person. She is successful both on the stage and on the air. Her radio programs take up most of her time when she is not playing or rehearsing for a stage production. And withal Tamara has not realized the greatest ambition of her life, that of becoming a true dramatic actress.

So far her stage appearances have been confined to musical shows like "Crazy Quilt," "Free For All," "The New Yorkers," "Americana" and "Roberta."

Behind her present gay exterior and her success lies a story that is typical of a Russian girl in this age. For Tamara was in the great Russian Revolution.

She was born in Odessa, Russia, 25 years ago. The fact that the date was Friday, October 13, has never caused Tamara any superstitious qualms, because at that time every day in Russia meant a round of hardships.

When the World War started her father was called into the service of the Czar. After Russia withdrew from the war Tamara and her family moved from the city to a nearby village. The whole family began farming and hoping for a peace that never came. It was while living in this village that she faced an incident which, even now, she says, leaves her cold with terror in memory. It happened on a terrible day during the revolution when blood ran freely in the streets of her little village and the smoke of burning farm houses overcast the sky.

There was the clack of fire arms and the rattle of sabers. Most of the people scurried for any shelter they could find. Tamara's grandmother ran with the other women and children from the village. With her she had Tamara and Tamara's baby brother. The three took refuge in an old straw stack. Hour after hour they smothered in the dank straw.

Toward morning, when they hoped that the danger

By Carleton Pearl

had passed, they heard the sound of hoof beats and voices. Then came a command, "Fire that stack."

They heard the bandits striking matches to ignite the straw. The acrid odor of smoke penetrated their covering. Then the bandits rode on.

But the stack was wet and the straw refused to burn and the little group came through safely.

Tamara tells of the many months she labored in the fields for sugar and salt and a few yards of cheap calico. These commodities, to Tamara and her family, were as

precious as gold. They represented the "extras" which could not be produced on the scant acres of the family farm.

Tamara's father had a vision of the "promised land," America. Month after month he slaved to recoup his modest fortune until one day their dream came true and they landed at Ellis Island in New York Harbor.

The first autumn in this country found Tamara and her brother studying in a public school. They went to the movies many times and it was this that gave Tamara the idea of going on the stage. So, when she finished school, she began looking for a job in the theatre.

The producer of a show hired her and Tamara struggled to change her Russian folk style of dancing to the jazz tempo. One day the producer saw her in the chorus.

"That girl is out of place in a chorus," he said. Then, turning to Tamara, "can you

sing?" Tamara could sing, and in the last six years she has become one of the best known entertainers on Broadway.

Tamara plans a return visit to Russia some day.

"I want to see the new Russia," she said, "It is my fondest hope that I will not be disappointed."

In keeping with her ambition to become a dramatic actress Tamara rarely misses a new Broadway play. Her favorite authors are Proust and Knut Hamsun. She devotes much time to the study of jazz and Negro spirituals. She says the latter is her favorite form of American music, "much better than the popular music, written by white composers."



TAMARA, Russian singer, heard over the Manhattan Merry-Go-Round program every Sunday evening.



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Radio Weekly

# MICROPHONE



Programs For Week Ending August 3



Countess Olga Albani, Soprano



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