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MICROPHONE



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Volume III, No. 32

WEEK ENDING AUGUST 17, 1934

* Published Weekly

This and That

By Morris Hastings

A MUSICAL rivalry does exist between the National and Columbia Broadcasting companies, and it would be difficult to say which has the more points to its credit so far as presentation of concerts by outstanding American symphony orchestras goes.

Columbia, for example, broadcasts concerts by the New York Philharmonic, the Philadelphia and Detroit; while NBC does as much for the Boston Symphony, the Chicago and other major orchestras.

Mr. HASTINGS

Where NBC has the edge on Columbia is that it has a large and truly first-class orchestra of its own—an orchestra of which no conscientious musician need be ashamed to be a member. In addition, NBC has its own string quartet, composed of first-desk men of the orchestra, and it plays unusual and delightful music delightfully.

The fact that NBC has so good an orchestra is due to the enthusiasm and skill of FRANK BLACK, music director of the NBC. Apparently ample funds have been placed at his disposal; also he has been given a free hand at making programs.

Columbia cannot rival this. Under the direction of HOWARD BARLOW, a thoroughly capable musician, an attempt was made to create a creditable orchestra. But the orchestra was small and, do what he would, it sounded

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Radio Forces Will Clash With "Reformers" At October Hearing

Large Independent Stations May Form A Co-Op Network

WGN, WOR To be Basic Affiliates

There has been talk that a new network would be formed to break the monopoly of the NBC and Columbia. This, according to *Variety*, is liable to come true if the co-operative chain started by WGN in Chicago materializes.

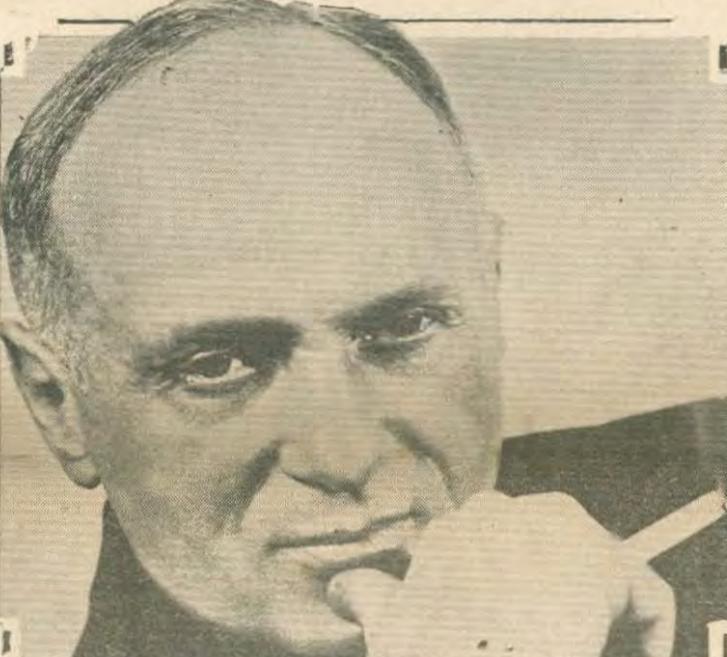
For the past six months WGN has been very close to WOR, the powerful independent in New York. They have exchanged free broadcasting time and have broadcast programs simultaneously, the sponsors finding the hookup profitable.

The contemplated plan includes a hookup of WGN, Chicago; WOR, New York; WLW, Cincinnati, and WXYZ in Detroit. The stations will maintain their independence. The only expense incurred through the affiliation will be line charges.

WGN has been affiliated with both NBC and Columbia and recently turned down an offer to become part of the new American Broadcasting Company, which originates at WMCA in New York. WLW is likely to split

(Continued on Page 15)

Roxy Returns Over CBS, September 15



SAMUEL L. ROTHAFEL, known to millions as ROXY, returns to radio September 15 with his "gang."

After an absence of almost a year, SAMUEL L. ROTHAFEL, better known as ROXY, returns to radio with his "gang," on Saturday, September 15, at 8 P. M.

The 45-minute concerts will be broadcast thereafter each week at the same hour over 50 stations of the CBS-WABC network, in-

cluding the Columbia station in Boston.

(Continued on Page 3)

Non-Profit Broadcasts Discussed

By The MICROPHONE'S Special Washington Correspondent.

Mighty forces in the radio world will clash with "reformers" at hearings to be held October 1 by the Federal Communications Commission on whether there should be broadcasting facilities specifically set aside for religious, educational and similar non-profit purposes.

Congress ordered the investigation in the law creating the new Commission. The Commission must report recommendations to Congress by next February 1.

Agitation for segregation of radio facilities for purely educational programs has been rife ever since the government took a hand in bringing order out of chaos in the ether.

Commercial interests from the start shied from orders that they allot a fixed percentage of their broadcasting time to religious and other non-profit enterprises.

Prominent educators, however, continued their battle.

The issue reached a climax at the last session of Congress when Senator HATFIELD (R) of West Virginia, and WAGNER (D) of New York, joined in offering an amendment to the DILL-RAYBURN

(Continued on Page 15)

"Al" Smith at Congress

Rites of the centuries-old Marian Congress, a celebration of the Catholic Church in honor of the Virgin MARY, will be broadcast from Portland, Oregon, over the CBS-WABC network on Sunday, August 12, from 2 to 2.30 P. M., and on Monday, August 13, from 2.30 to 3 P. M.

ALFRED E. SMITH, formerly Governor of New York State, will address the congress during the Sunday broadcast.

On Monday, ALEXIS CARDINAL LEPICIER, S. M., of Tarsus, Rome, will be the chief speaker.

The musical program on Sunday will include the "Inflammatus" from ROSSINI's "Stabat Mater," to be sung by MONA PULEE and a large choir; an aria from HAYDN'S "The Creation," and HANDEL'S "Sarabande."

Monday's musical program includes a portion of GOUNOD'S "Redemption," and the andante movement from EDWARD GRIEG'S Sonata, Opus 7.

News Flashes

WEEKDAYS

A.M.

10.30 WEAF Network: WEEI WGY WSM WFLA WSB

WABC Network: WCAU WHAS WPG KMOX WBBM WCCO WJSV

10.45 WJZ Network: WBZ WHAM KDKA WLW WBAL

P.M.

6.30 WEAF Network: WEEI WGY WSM WFLA WSB

WABC Network: WCAU WHAS WPG KMOX WBBM WCCO WJSV

7.15 WJZ Network: WBZ WHAM KDKA WLW WBAL

SUNDAYS

A.M.

11.00 WEAF Network: WEEI WGY WSM WFLA WSB

WJZ Network: WBZ WHAM KDKA WLW WBAL

P.M.

11.30 WEAF Network: WEEI WGY WSM WFLA WSB

WIZ Network: WBZ WHAM KDKA WLW WBAL

[Important news is given over these stations, generally on the hour and half hour.]

Siena 'Palio' Is Broadcast

A description of the world's oldest horse race which takes place in the main square of the town of Siena, Italy, will be broadcast for the first time on Thursday, August 16, at 1.30 P. M. over the WABC-Columbia network.

EDWARD STORER, foreign radio correspondent, will be at the microphone.

Siena's Palio is a horse race between representatives of different sections of the town and has been run since the middle of the Fourteenth Century.

The jockeys are costumed in colored doublets, shining hose and fantastic headgear. Just before the start of the race they ride down the center aisle of the cathedral and are blessed by the Archbishop of Siena from his throne near the altar.

The ordinary rules of racing do not apply to the Palio. Bumping, charging, hitting rival jockeys over the head is legal and is loudly applauded by the crowd.

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Saturday, August 11 - Dell Concert on CBS-WABC at 8.30 P.M.

Highlights

P.M.

6.45—John Herrick, baritone, NBC-WJZ
8.00—Little Symphony Orchestra, WOR
8.30—Robin Hood Dell Concert, CBS-WABC
9.30—Goldman's Band, NBC-WJZ
10.15—Jack Denny, NBC-WEAF
11.30—Paul Whiteman's Party, NBC-WEAF

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

9 A.M. EDT; 8 EST; 7 CT

Morning Glories, WEAF WEEI WGY WLW
Breakfast Club, WJZ WBZ WHAM WSM WFLA WSB, 1 h. (KDKA, 30 m.)
Luxembourg Gardens, WABC WCAU, 30 m.
Devotions, WHAS, 30 m.
Story Teller's House, WOR
Early Birds, WNBX

9.15 A.M. EDT; 8.15 EST; 7.15 CT

Land Trio and White, WEAF WEEI WGY WLW
Silver Strains, WOR
Vaughn de Leath, WMCA

9.30 A.M. EDT; 8.30 EST; 7.30 CT

Taters and Mule, WEAF WEEI WGY
Hymns, WLW
Eton Boys, WABC WGAU
Georgia Wildcats, WHAS
Banjooleers, WEAF WGY WLW (WEEI from 9.50)
News, WEEI

9.45 A.M. EDT; 8.45 EST; 7.45 CT

News and The Banjooleers, WEAF WEEI WGY
The Plough Boys, KDKA
The Meistersinger, WABC WCAU WPG
Bob Atcher, WHAS
Lonely Cowboy, WOR
Keep Fit Club, WGN

10 A.M. EDT; 9 EST; 8 CT

Annette McCullough, WEAF WEEI WGY
Morin Sisters, WJZ KDKA WSM WFLA
Cooking School, WBZ
Clock Program, WHAM
Mail Bag, WLW
Mellow Moments, WABC WCAU WHAS
Home Hour, WPG, 30 m.
Kiddies Kooking Klazz, WOR
Musical, WGN
What's On Today, WNBX

10.15 A.M. EDT; 9.15 EST; 8.15 CT

Morning Parade and news at 10.30, WEAF WFLA WSB, 45 m.; WSM, 15 m. (WEEI, 10.15 to 10.30 and 10.45 to 11)
Singing Strings, WJZ WBZ WHAM, 30 m. (KDKA at 10.30)
The Southerners, WGY

KDKA Home Forum, KDKA
Carlton and Craig, WABC WCAU
Antoinette West, soprano, WLW
Robert Ball, readings, WGN
Morning Concert, WNBX, 1 h.

10.30 A.M. EDT; 9.30 EST; 8.30 CT

Organ, WEEI
News and Morning Parade, WGY
Jimmy Arlen, baritone, WLW
News and Let's Pretend, WABC WCAU, 30 m. (WHAS 15 m.)
News, home hour, WPG, 30 m.
Piano and Market Reports, WGN

10.45 A.M. EDT; 9.45 EST; 8.45 CT

News and Originalities, WJZ WBZ KDKA
News and Weather, WBZ
Organ, WSM WHAM
Louis John Johnson, baritone, WLW
Bob Atcher, WHAS
Arthur Wright, tenor, WGN

11 A.M. EDT; 10 EST; 9 CT

Alma Schirmer, pianist, WEAF
Food Hour, WEEI, 30 m.
Galaxy of Stars, WGY WLW WWJ WTAM
Honeymooners, WJZ WBZ WHAM WSM
WFLA WSB

Bobby and Sue, KDKA
Knickerbocker Knights, WABC WCAU
WHAS WPG, 30 m.

Movie Personalities, WGN

11.15 A.M. EDT; 10.15 EST; 9.15 CT

The Vass Family, seven harmony children, WEAF WGY WSM
Deep River, WFLA
Spanish Idylls, WJZ WBZ WHAM
Kiddies Club, KDKA, 45 m.

Market Reports, WLW
The Friendly Neighbor, WGN
Town Crier, WNBX

11.30 A.M. EDT; 10.30 EST; 9.30 CT

Gloria La Vey, soprano, piano duo, WEAF WEEI WSM WFLA WSB, 30 m.
Children's Theatre, WGY, 30 m.
Heini's Grenadiers, WJZ WBZ WHAM, 30 m.

Sandra Roberts, blues singer, WLW
Concert Miniatures, WABC WCAU WHAS, 30 m.

The Texans, WLW
Dr. W. I. Auber, WNBX

11.45 A.M. EDT; 10.45 EST; 9.45 A.M.

Painted Dreams, WGN WLW
Daily Poem, WNBX

12 N. EDT; 11 A.M. EST; 10 CT

Armchair Quartet, WEAF WEEI WGY WSM WSB
Genia Fonarova, WJZ WHAM KDKA
Monitor Views the News, WBZ
The Southerners, WFLA
Bailey Astor, tenor, WLW
Connie Gates, songs, WABC WCAU WHAS WPG

Young Veteran



ANNE ELSTNER, comely young CBS actress, has been with radio for the past four years. She now appears in the "Forty-five Minutes in Hollywood," "Wayside Cottage" and "Bar X Days and Nights" programs.

3.15 P.M. EDT; 2.15 EST; 1.15 CT

Three Blue Chips, WMCA
Bass, WGN

3.30 P.M. EDT; 2.30 EST; 1.30 CT

Week End Revue, WEAF WEEI WGY WLW WSM WFLA, 1 h.

Saturday's Songsters, WJZ WBZ WHAM KDKA WFLA, 30 m.

Dancing By the Sea, WABC WHAS WPG, 30 m.

Pinto Pete, WCAU, 30 m.

Organ, WGN

Florence Howland, soprano, WOR

International Affairs, WMCA

3.45 P.M. EDT; 2.45 EST; 1.45 CT

Palmer House Ensemble, WGN
Daisy Miller "Daisies," WMCA

Farm Bureau, WNBX

2 P.M. EDT; 1 EST; 12 N. CT

Rex Battle's Ensemble, WEAF WEEI WGY, 30 m.

Weather, stocks, WHAS

Dance Music, WOR, 30 m.

Garden Club Speaker and bass singer, WGN

Jack Russell's Orchestra, WABC WCAU, 30 m.

Frank Ricciardi, baritone, WOR

Jack Orlando's Orchestra, WMCA

4 P.M. EDT; 3 P.M. EST; 2 CT

Don Carlos' Orchestra, WJZ WBZ WHAM KDKA

Welsh Festival of Eisteddfod, Community Singing, WABC WHAS

Tea Time Topics, WPG

The Pickard Family, WCAU, 30 m.

Al and Lee Reiser, WOR, 30 m.

Buck Nation, songs, WMCA

4.15 P.M. EDT; 3.15 EST; 2.15 CT

Platt and Nijman, piano duet, WJZ WBZ WHAM KDKA

Ann Leaf, organ, WABC WHAS

Eole Galli, songs, WMCA

Robert De Voyd, WNBX, 30 m.

4.30 P.M. EDT; 3.30 EST; 2.30 CT

Our Barn, WEAF WEEI WGY, 30 m.

Chicago Symphony Orchestra, WJZ WBZ WHAM KDKA WFLA WSB, 1 h. (WLW from 4.45)

Kaltenmeyer's Kindergarten, WLW WFLA

Buddy Fisher's Orchestra, WABC WCAU WHAS, 30 m.

Bud Rainey, WOR, 30 m.

Harmonica Harmonizers, WMCA

4.45 P.M. EDT; 3.45 EST; 2.45 CT

Velasco's Music, WABC WHAS

Carrie's Club, WMCA

E. H. Kendall, WNBX

5 P.M. EDT; 4 EST; 3 CT

Orlando's Cosmopolitans, WEAF WEEI WLW, 30 m. (WGY, 15 m.)

Musical, WGN, 1 h., 15 m.

Little Jack Little's Orchestra, WABC WCAU WHAS WPG, 30 m.

Studio Party, WMCA, 40 m.

5.15 P.M. EDT; 4.15 EST; 3.15 CT

The Vagabonds, WGY

Piano Recital, WOR

5.30 P.M. EDT; 4.30 EST; 3.30 CT

Henry King's Orchestra, WEAF WEEI WSB, 30 m. (WGY, 15 m.)

Jackie Heller, tenor, WJZ WBZ WHAM

6 P.M. EDT; 5 EST; 4 CT

Bill and Alex, KDKA

John Barker, baritone, WLW

Jack Armstrong, All American Boy, WABC WCAU

Sanders Sisters, WHAS

Mattie Curran, songs, WPG

French Class, WOR, 30 m.

News of Italy, WMCA

Melody Moments, WNBX

6.45 P.M. EDT; 4.45 EST; 3.45 CT

Bradley Kincaid, WGY

Little Orphan Annie, WJZ WBZ KDKA

WFLA WGN

Mischa Razinsky's Ensemble, WABC

WCAU WHAS WPG, 30 m.

The Texans, WLW

Tony Wakeman, sports, WMCA

Hill Billies, WNBX, 30 m.

7 P.M. EDT; 5 EST; 4 CT

Al Pearce's Gang, WEAF WLW WSM, 30 m.

The Evening Tattler, WEEI, 30 m.

Brevities and news, WGY

Johnny Johnson's Orchestra, WJZ WBZ

WBAL, 30 m.

Weather, baseball, KDKA, 30 m.

Broadway Collegians, WFLA, 30 m.

Josef Zatour's Orchestra, WOR, 30 m.

Jack Armstrong, WLW

Meditations, E. H. Smith, WMCA

6.15 P.M. EDT; 5.15 EST; 4.15 CT

Sports, Musical Program, KDKA

Ma Frasier's Boarding House, WGY

Bill Williams, baseball, WBL

Billy Hays' Orchestra, WABC WHAS WCAU

Bob Pacelli's Orchestra, WGN

Twilight Melodies, WMCA

Clairemont Duo, WNBX

6.30 P.M. EDT; 5.30 EST; 4.30 CT

News and Tom Coakley's Orchestra, WEAF, 30 m. (WEEI WGY from 6.45)

News, WEEI WGY

Twenty Fingers of Harmony and News, WJZ

Weather, WBZ

Jack Armstrong, WLW

News and Charles Carlile, WABC WCAU

Organ, WHAS

Eli Dantzig's Orchestra, WOR

Police Series, WMCA

Tony O'Doris, cartoonist, WGN

Bob Wilson's Orchestra, WNBX, 30 m.

6.45 P.M

Papers Claim Big Runs on Dillinger Due to Press-Radio Accord

But Radio Was On Spot With Story

The recent shooting of JOHN DILLINGER outside a Chicago movie theatre gave the newspapers a chance to find out whether the Press-Radio agreement, which restricts news on the air, helped newspapers. The press maintains that their extra runs were due to the new radio policy.

According to *Variety*, the newspapers have not had such large extra runs since the LINDBERGH kidnaping. Papers of the tabloid type benefited the most, the New York *Daily News* claiming 500,000 copies over normal circulation.

Editors stated that had radio covered the shooting as it had other events prior to the Press-Radio agreement, circulation would not have been increased so markedly.

But radio did cover the shooting. Not only did the Transradio Press Service supply its station subscribers with a complete flash on the killing half an hour after it happened, but one network broadcast a dramatized life story of JOHN DILLINGER, including his death, a short while after the event.

According to the Yankee Network News Service, one of the most complete of the independent radio news services, the shooting, which occurred at 11:45 P. M., was on the air at 12:15 A. M. At 12:30 A. M., the tentative flash was confirmed.

Furthermore, it was stated that two Boston newspapers had called the Yankee Network News Service for confirmation of the report of the shooting.

Although the networks did not carry complete accounts of the affair, there were flashes about it.

The fact that the tabloids were most benefited shows not that people did not hear the news on the air, but that people were interested in the pictures connected with the demise of Public Enemy Number One.

The move to restrict radio news started with the LINDBERGH kidnaping story when WOR in Newark had the news of the finding of the child's body 30 minutes before The Associated Press.

Roxy Back On the Air September 15

(Continued from Page 1)

ROXY, a true veteran of the air, began his radio work some 13 years ago over a single New York City station.

The first broadcast originated on the stage of the Capitol Theatre, of which ROXY was then director.

During the 13 intervening years the popularity of ROXY and his proteges has grown tremendously.

He has been director of the Roxy Theatre and, more recently, of the Radio City Theatres. He resigned from the latter position last Winter.

Among the better known members of his "gang" — some of whom have gone on to greater fame — are EVELYN HERBERT, "WEE WILLIE" ROBYN and VIOLA PHILO.

Spotlight Revue Features Seven Stars From Different Places

A 'Triple-Threat' Maestro Is Young

IT TAKES a lot of preparation to whip the "Spotlight Revue" into the performance you hear over the WABC - Columbia network on Friday evenings.

When such a varied gathering as Colonel STOOPNAGLE and BUDD, FRANK CRUMIT, PARKER FENNELLY, EVERETT MARSHALL, VICTOR YOUNG, the Eight Gentlemen from Milwaukee and an orchestra of 25 musicians has to be collected and rehearsed for some seven or eight hours, it is no small task.

Most of the preparation and the final production of the program take place in Studio 3 at Columbia's New York home.

VICTOR YOUNG, the "triple threat" musician of the outfit, is not only conductor of the orchestra, but an arranger and composer as well. It falls on his shoulders to rehearse and arrange all the musical numbers and solos to be performed during the 45 minutes of the revue.

If there were a special rehearsal called, it would take no end of telephoning, telegraphing and even a small amount of work with carrier pigeons to collect the various people.

FRANK CRUMIT, who is master-of-ceremonies of the outfit, lives near Springfield, Massachusetts. He motors down to New York every Friday with his wife, JULIA SANDERSON.

PARKER FENNELLY, true to his character role, spends most of his time somewhere on R. F. D. No. 1, near Peekskill, New York.

BUDD HULICK has moved Mrs. HULICK and Miss HULICK out to Great Neck, Long Island, and you're apt to find them all, with announcer and Mrs. HARRY VON ZELL, on an adjacent beach any day but Friday.

As for Colonel Stoopnagle, he has gone rather



Colonel LEMUEL Q. STOOPNAGLE, nee F. CHASE TAYLOR, who with his partner, BUDD, provides the comedy for the revue.

haywire about his motorboat and you would have to search most of New York harbor and the adjacent waters as far away as Bermuda in order to locate him.

Besides all these people there are in the studio a host of notables. They are brain children of Colonel STOOPNAGLE, the subjects of interviews and inventors.

Not the least of these personages are JEREMIAH CLEVE, the man who splits peas for split pea soup; METICULOUS H. HUSH, the man who puts the little pieces of tissue paper between calling cards, and IPSWICH Q. BLABB, champion chocolate eclair stuffer.

Should you look into the studio where all these performers are gathered you would get the following impressions:

STOOPNAGLE and BUDD standing near a dilapidated organ on which the Colonel plays his theme song. They are huddled over a bit of script and chuckling. They are among the few comedians who laugh at their own jokes . . . off the air.

Sleepless Pullmam



JOE COOK, comedian who now appears on the House Party programs, is looking for a second-hand Pullman car to add to his collection at his Sleepless Hollow home at Lake Hopatcong, New Jersey. He wants it so guests who travel a lot can be made to feel at home when they spend the night at his estate.

Stoopnagle, Budd Enjoy Their Program

FRANK CRUMIT smiles into the microphone and sings to it—easily, lightly and calmly. On the other hand, EVERETT MARSHALL clenches his fists and beats vigorous time to the rhythm of the music. MAESTRO YOUNG all but dances a jig when he conducts, while PARKER FENNELLY stands quietly in a corner, smiling to himself.

Soviet Station May be A Million Watts

Soviet Russia's new 500,000 watt station in Moscow is now on the air 20 hours a day on a long wave of 174 meters. The station can be heard over all of Europe and as far East as Vladivostock.

Tests have been so successful that the Soviets are thinking of boosting the power to 1,000,000 watts, which will make it the most powerful broadcasting station in the world.

The transmitter was designed entirely by Russians and employs directional antennae. It is of so simple operation that it requires only five men to run it.

Regional Power to Be Larger

By THE MICROPHONE'S Special Washington Correspondent.

Changes in American broadcasting under the new Communications Commission will be evolutionary rather than revolutionary, HAMPSON GARY, member of the radio subdivision of the Commission, has informed THE MICROPHONE.

GARY declared that the radio subdivision intended to build firmly on the foundations of the old Radio Commission.

"We are not planning any radical shifting of wave lengths or revolutionary revision of regulations," Gary said.

"What we intend to do is fully to study every phase of radio and move in constructive fashion toward steady improvement wherever it is possible."

One change the subdivision is considering, however, is a general horizontal increase in power of regional stations. It is likely they will be stepped up to a uniform 1,000 watts in daytime and 2,500 watts at night.

Three members of the Commission have appointed their \$4,000 a year non-civil-service assistants. Col. THAD BROWN of the radio subdivision chose JOSEPH E. KELLER, young Dayton, Ohio, lawyer.

Commissioner CASE selected HENRY M. BARRY, while Commissioner PAINE'S assistant is ABRAHAM MILLER.

Don't miss your

GOOD MORNING MELODIES!

Brighten each

TUESDAY

and THURSDAY

with the Merry Melodies of
HELEN BARR
EDWARD JARDON
and
del CASTILLO

at

10.45 A.M.

over

Station WEEI

Your host-

FELS-NAPTHA

has an attractive gift for you

TUNE IN!

Sunday, August 12 - Trophy Boat Races on NBC-WJZ at 2 P.M.

Highlights

P.M.

2.00—Marian Congress, Alfred E. Smith; Alexis Cardinal Lepicier, S. M., Archbishop of Tarsus, CBS-WABC
National Sweepstakes Trophy Races, Baltimore, Md., NBC-WJZ
3.00—Detroit Symphony Orchestra, CBS-WABC
8.00—Jenney Concert, WEEI
8.30—Stadium Concert, WOR
9.00—Jeanne Lang, Buddy Rogers, CBS-WABC
Stoopnagle and Budd, Frank Parker, Pauline Alpert, Helen Gleason, Al Goodman's music, NBC-WJZ
9.30—Album of Familiar Music, NBC-WEAF
Waring's Pennsylvanians, CBS-WABC
10.00—Mme. Schumann-Heink, NBC-WJZ

(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
Melody Hour, WEAF, 1 h.
Tone Pictures, WJZ WBAL, 30 m.
On the air today and organ reveille, WABC
8.30 A.M. EDT; 7.30 EST;
6.30 CT
Lew White, organist, WJZ WBAL, 30 m.
Artist Recital, WABC
8.45 A.M. EDT; 7.45 EST;
6.45 CT
Musical weather, WBZ
Radio Spotlight, WABC
9 A.M. EDT; 8 EST; 7 CT
Balladeers, WEAF WGY WFLA
Coast to Coast on a Bus, Milton J. Cross, WJZ WBZ KDKA WHAM WLW, 1 h.
Sunday Morning at Aunt Susan's, WABC
WCAU WPG, 1 h.

9.15 A.M. EDT; 8.15 EST;
7.15 CT
Cloister Bells, WEAF WGY WFLA
9.30 A.M. EDT; 8.30 EST;
7.30 CT

Trio Romantique, WEAF WFLA
Service from Union College Chapel, WGY, 30 m.
9.45 A.M. EDT; 8.45 EST;
7.45 CT
Alden Edkins, bass, WEAF WFLA
10 A.M. EDT; 9 EST; 8 CT
Sabbath Reveries, Dr. Charles L. Goodell, WEAF WGY WSM WFLA, 30 m.
Southerners, WJZ WBZ WBAL KDKA WHAM, 30 m.
Church Forum, WFLA
Imperial Hawaiians, WABC WPG WHAS, 30 m.
Watch Tower Program, WCAU, 1 h.
10.30 A.M. EDT; 9.30 EST;
8.30 CT

Mexican Typical Orchestra, WEAF WEEI WLW, 30 m.
Samovar Serenade, WJZ WBZ KDKA WBAL WHAM WFLA WSM, 30 m.
Patterns in Harmony, WABC WCAU WHAS
Sunday Morning Concert, WGN, 1 h., 30 m.
10.45 A.M. EDT; 9.45 EST;
8.45 CT

Alexander Semmler, pianist, WABC WCAU WPG WHAS
11 A.M. EDT; 10 EST; 9 CT
News and Vagabonds, WEAF WGY WFLA, 30 m.
St. Paul's Cathedral service, WEEI, 1 h., 15 m.
News and Morning Musicales, Joseph Stopak, violinist, WJZ WBZ KDKA WHAM WBAL WLM WSM WFLA, 30 m.
Children's Program, WABC, 1 h.

Rhoda Arnold, and Taylor Buckley, WHAS
Children's Hour, WCAU
Colton Manor Ensemble, WPG, 30 m.
11.15 A.M. EDT; 10.15 EST;
9.15 CT

Hall and Gruen, pianists, WEAF WGY WFLA
11.30 A.M. EDT; 10.30 EST;
9.30 CT

Capitol Family, Major Bowes, WEAF WGY WFLA, 1 h.; WSM, 15 m.
Richard Maxwell, tenor, WJZ KDKA WHAM WBAL

Radio Nimblewits, Everett Smith, MICROPHONE Columnist, WBZ
Salt Lake City Tabernacle Choir, WPG, 1 h., WHAS, 30 m.; WABC from 12

11.45 A.M. EDT; 10.45 EST;
9.45 A.M.

Phantom Strings, WJZ WBZ KDKA WHAM WLW
Time, weather, WBZ
First Baptist Church, WSM, 45 m.

12 N. EDT; 11 A.M. EST; 10 CT
Presbyterian Church Service, WHAM, 1 h., 30 m.
Watchtower Program, WCAU
Sunday Worship, WGN, 1 h.
Church Service, WHAS, 30 m.
Comics, WOR

12.15 P.M. EDT; 11.15 A.M. EST;
10.15 CT

Musical Turns, WEEI
Weather, schoolmaids, WGY
Gould and Shetter, WJZ WBAL WHAM KDKA WLW
Time, Weather, Temperature, WBZ
Bud Shaw, sonatas, WCAU
Musical Raconteur, WMCA

12.30 P.M. EDT; 11.30 EST;
10.30 CT

University of Chicago Round Table, WEAF WEEI WGY, 30 m.
Music Hall Symphony Concert, WJZ WBZ WBAL WHAM KDKA WFLA, 1 h., WSM, 30 m.

The Romany Trail, WABC WCAU WPG WHAS, 30 m.
John Fraser, WMCA

1 P.M. EDT; 12 N. EST;
11 A.M. CT

Road to Romany, WEAF WGY, 30 m.
Morey Pearl's Orchestra, WEEI, 30 m.
Vine Street Church, WSM, 1 h.
William Tell Folk Play from Switzerland, WABC WCAU WPG WHAS, 30 m.
Milan String Trio, WOR, 1 h.
Organ, WMCA
Comics, WGN, 1 h.

1.15 P.M. EDT; 12.15 EST;
11.15 A.M. CT

Ruth Young, contralto, WMCA

1.30 P.M. EDT; 12.30 EST;
11.30 CT

Surprise Party, Mary Small, Ruth Denning, London Four, guests, WEAF WEEI WGY Church in the Hills, WLW, 30 m.
Biblical High Lights, Dr. Frederick Stamm, WJZ WBZ KDKA WBAL WHAM, 30 m.
Melody's Garden, WFLA
Compinsky Trio, WABC WCAU WPG WHAS, 30 m.
Rhythm Boys, WPG
News, WMCA

1.45 P.M. EDT; 12.45 EST;
11.45 CT

Devra Nadworney, contralto, WEAF WEEI Orchestra, KDKA
John Cassidy, songs, WMCA

2 P.M. EDT; 1 EST; 12 N. CT

Gene Arnold's Commodores, WEAF WEEI WFLA, 30 m.
National Sweepstakes Trophy Race, WJZ WBZ WBAL KDKA, 30 m.
String Music, WSM, 30 m.

Marian Congress, Alfred E. Smith, Alexis Cardinal Lepicier, S. M., Archbishop of Tarsus, WABC WHAS WPG WCAU, 30 m.

Harrison Jubilee Choir, WMCA, 30 m.
The Whistler and his Dog, WGN Travel Talk, WOR

2.15 P.M. EDT; 1.15 EST;
12.15 CT

Paula Autor, soprano, WOR
Palmer House Ensemble, WGN

2.30 P.M. EDT; 1.30 EST;
12.30 CT

The Tune Twisters, WEAF WEEI WGY, 30 m.
Concert Artists, WIZ WBZ WHAM WBAL WLW KDKA WSM, 30 m. (WFLA from 2.45)

Beale Street Boys, WABC WCAU WHAS, WPG

Three Little Funsters, WMCA, 30 m.

Baseball, St. Louis vs. Chicago, WGN, 2 h., 30 m.

2.45 P.M. EDT; 1.45 EST;
12.45 CT

Tito Guijar, WABC WCAU WHAS

Violin Orchestra, WPG

3 P.M. EDT; 2 EST; 1 CT

Talkie Picture Time, June Meredith, WEAF WEEI WGY WSM, 30 m.

Organ Recital, WJZ WBZ WHAM WFLA, 30 m.

Detroit Symphony Orchestra, Ossip Gabrilowitch, conductor, Overture to Humperdinck's "Hansel and Gretel." Three movements from Bach's B Minor Suite, Debussy's "Afternoon of a Faun," selections from Wagner's "Die Walkure," WABC WCAU WHAS, 1 h.

Frank Stewart's music, WOR, 30 m.

Gospel Message, WPG

Songs of Old Spain, WMCA

3.15 P.M. EDT; 2.15 EST; 1.15 CT

Southern College, WFLA

Pianologue, WMCA

3.30 P.M. EDT; 2.30 EST; 1.30 CT

Dancing Shadows, WEAF WEEI WGY WLW, 30 m.

King's Chapel Choir, WJZ WBZ WLW WHAM WBAL WSM WFLA, 30 m.

Shady Lanes, WOR

Calvary Symphony Orchestra, WMCA, 1 h.

7.15 P.M. EDT; 6.15 EST; 5.15 CT

Munz Sisters, WMCA

Ted Weems' Orchestra, WGN

7.30 P.M. EDT; 6.30 EST; 5.30 CT

Marion McAfee, songs, WEAF WGY

Garden talk, WEEI, 30 m. (scores at 7.50)

Musical Art Quartet, Dvorak Quartet for piano and strings, WJZ WBZ WHAM KDKA WSM WFLA, 30 m.

Chicago Knights, WABC WCAU WPG, 30 m.

Smoke Dreams, WLW

Ensemble, WHAS, 30 m.

The Bible Camera, WOR

Country Club Program, WMCA, 30 m.

Concert, WGN, 30 m.

7.45 P.M. EDT; 6.45 EST; 5.45 CT

Wendell Hall, songs, WEAF WGY

Baseball scores, WEEI

Piano, WOR

News, Western songs, WMCA

8 P.M. EDT; 7 EST; 6 CT

Jimmy Durante and Rubinoff's Orchestra, WEAF WGY WBZ WLW WSM WFLA, 1 h.

"K-Y" Drama, "A Tribesman of Persia," WEAF WGY, 30 m.

Manhattan Merry-Go-Round, WEEI, 30 m.

Charles Previn's Orchestra, Morin Sisters and Norsomen Quartet, WJZ WBZ WHAM WLW KDKA WSM WFLA, 30 m.

Wayne King's Orchestra, WGN, 30 m.

"Peter the Great," drama, WABC WPG WHAS, 30 m.

Comedy Stars of Hollywood, WCAU Fenwick Newall, tenor, WMCA

Milban String Trio, WOR

7.15 P.M. EDT; 10.15 EST;
9.15 CT

Ennio Bolognini, cellist, WJZ WBZ KDKA

Little Jack's Orchestra, WABC WPG, 30 m.; WCAU WHAS from 11.30

Organ, Herbert Koch, WHAS

Lum and Abner, WGN

Udo's Tango Orchestra, WMCA

11.15 P.M. EDT; 10.15 EST;
9.15 CT

Broadcast to Byrd Expedition, WEAF WEEI WGY WLW WSM WFLA WSM, 30 m.

News and Berrens' Orchestra, WJZ WBZ WHAM KDKA, 30 m.

Tea Leaves and Jade, WLW, 30 m.

Glen Gray's Orchestra, WABC WCAU WHAS

Blue Rhythm Band, WMCA

Isham Jones' Orchestra, WPG, 30 m.

King's Weeks, Weems' Kemp's and Pacific Orchestras, WGN, 2 h.

11.45 P.M. EDT; 10.45 EST;
9.45 CT

Joe Reichman's Orchestra, WABC WCAU WHAS

Willie Bryant's Orchestra, WMCA

12 M. EDT; 11 EST; 10 CT

News and Eddie Duchin's Music, WEAF WGY WSM WFLA

Vigorous



CHARLES "BUDDY" ROGERS begins a new series of CBS programs this Sunday evening at 9.

Drama, Tom Powers and Leona Hogarth, "The Last Banquet," by Harold Selman, WJZ WBZ WHAM WBAL KDKA WLW WFLA WPM, 30 m.

Continental Cafe, WMCA, 30 m.

9.45 P.M. EDT; 8.45 EST; 7.45 CT

Ralph Kirby, baritone, WJZ WHAM KDKA

Bill Williams, WBZ Unbroken Melodies, WLW

10 P.M. EDT; 9 EST; 8 CT

Hall of Fame, Don Bestor's music, WEAF WEEI WGY WLW WSM, 30 m.

Madame Schumann-Heink, Harvey Hayes, WJZ WBZ WHAM KDKA WLW

Wayne King's Orchestra, WABC WCAU WHAS, 30 m.

Steel Pier Orchestra, WPG, 30 m.

Tex and Eddie, songs, WMCA, 30 m.

10.15 P.M. EDT; 9.15 EST;
8.15 CT

Mrs. Montague's Millions, drama, WJZ WHAM KDKA YMCA Talk, KDKA

St. Cecilia's Glee Club, Associated French Societies, WMCA

Radio Lane

By Jimmy J. Leonard

RAADIO will practically govern your children and your children's children. At least, so thinks ORESTES H. CALDWELL, scientist, lecturer and former Federal Radio Commissioner.

The supreme achievement of our greatest radio invention to date, the photo-electric cell, better known as the "radio eye," is not able to cope successfully with television and the making of electricity by the sun's potent rays.

When the radio eye achieves either of these great projects, it will revolutionize society to almost the extent of the invention of the cotton gin.

It may seem far-fetched to think that the sun's rays could manufacture electricity, but Mr. CALDWELL writes that the sun throws 175 watts of electricity on each



BEN BERNIE

square foot of terra firma. On a sunny day there is enough electricity beaming down on a battleship's deck to run the ship with its energy.

Just at this time the electric eye is being utilized to the full extent of its present knowledge. It is used for counting cars going through New York's Holland tunnel. It guides the large ocean liners to a safe harbor.

The eye blinks its way beside air lines flying the government mail. And it may be used to warn night watchmen and home owners of an attempted burglary. Within the next few years, Mr. CALDWELL believes, you'll see the motor car governed by these electric eyes to the "nth" degree.

Little man, you've had a busy day, may be easily applied to that well-known radio actor, CHARLES WEBSTER. Here is what he does to put geldt in his jerkins: In a bit over a week he has played parts in "Mr. SPIERS," The GOLDBERGS, K-7, Radio Guild, Stories of History, Other Americans, Rural Sketches, Voyage of SETH PARKER and Ghost Stories.

It is definitely decided that JOE COOK will not go to Hollywood to make that picture. He's had an argument with the big cheeses and tore up the nassy ole contracts.

When that oil spot stops broadcasting the foreign talent they will call upon our countrymen to take the mike. BUDD and STOOPNAGLE, just to be different, will go on over WJZ. Columbia has decided to loan them to their rival chain. LUIS MARDEN, former MICROPHONE photographer and WBZ's Radio Camera Clubber, has by this time reached Washington to join the staff of cameramen on the National Geographic Magazine. LUIS thinks he'll be sent to mug mummies in Egypt.

You wouldn't think so by listening, but the Showboat rehearses 21 hours, and it takes RUDY VALLEE only 10½ hours to rehearse his talent. FRED ALLEN must rehearse his gags 15½ hours with the rest of his show. (Now he knows how we feel.) The longest rehearsal is The Beauty Box spot with SWARTHOUT. This show takes 35 hours rehearsal a week.

BEN BERNIE has started something we wish he'd finish. When BERNIE was in Florida and his band was in Chicago, BEN decided it would be nice to sing with the band. Engineers decided they could do it, and made quite a success.

THE MICROPHONE

MICROPHONE

VOLUME III

Saturday, August 11, 1934

NUMBER 32

Publisher, JOHN K. GOWEN, Jr. Business Manager, PHILIP N. HOBSON

Editor, G. CARLETON PEARL Managing Editor, MORRIS HASTINGS

A weekly newspaper, The MICROPHONE is published every Saturday at Boston, Massachusetts, by The MICROPHONE, Inc.

Entered as second class matter August 11, 1933, at the post office at Boston, Massachusetts, under the Act of March 3, 1879.

The MICROPHONE will not be responsible for unsolicited manuscripts unless they are accompanied by return postage.

Subscription for one year, \$1.50 postpaid. Single copies, five cents each.

Advertising rates on application to the Business Manager.

Offices, No. 34 Court Square, Boston, Massachusetts.

Telephones (connecting all departments) LAFayette 2860 and 2861.

The Horse Laugh

ANNOYING evidence of ill-breeding, of complete disregard for the rights of others, is to be found at almost any of the out-of-door concerts being given these balmy Summer evenings. A strong case in point is the Arthur Fiedler Esplanade Concerts, sponsored by The MICROPHONE.

Here in Boston, on the quiet banks of the Charles River, thousands gathered to hear good music performed by able artists, from the new illuminated shell with excellent acoustical properties. Other hundreds of thousands heard the programs at home, through The MICROPHONE'S arrangements for radio broadcasts.

For the most part, the listeners physically present at the Esplanade were orderly and well-behaved. They came to hear the music and they remained quiet in order that others might hear it also. Traffic was diverted; extraneous noise was at a minimum.

From time to time, however, there boomed forth from the outskirts what is colloquially but nevertheless accurately termed the horse laugh. This carries a great distance; it may give a certain perverted pleasure to the callow youth uttering it, but no symphony can compete even momentarily with its stridency.

Police moved silently to the spot to rout the offender, who took his small gang of disturbers, male and female, and his horse laugh off with him.

What the police cannot do, public opinion can do. The annoyance is great and the solution is simple: Let those whose enjoyment is interrupted by skylarking groups give evidence of their displeasure and the horse laugh, never worth preserving, is definitely doomed.

On The Right Road

GOOD taste in programs. Accuracy in advertising. These are points of paramount importance being insisted upon by the new Federal Communications Commission. Jail terms face false air advertisers; complaints that certain programs are unfit for the ears of children are being investigated. The Commission, in its attempt to clean up radio broadcasts, is on the right road. It has the support of the listening public.

Back Stage With the Byrd Broadcasters

By GEORGE LILLEY

FOR HOURS at a time they sit in their offices of the Columbia Broadcasting System wracking their brains for ideas and new tricks to let short waves perform. They are the boys who map out the BYRD programs which each Wednesday thrill the nation.

While it's all going on, high frequency fans are snooping around "back-stage," where the real thrills are found. On one occasion last Winter lightning struck, the antennae of LSX, "Trans-Radio," the relay point at Buenos Aires.

Five minutes after dropping from the air, the Argentine was back on again, with the engineer muttering: "We're on a different antenna, but another flash like that and I go home!"

By 9.15 P. M. (EDST)

each Wednesday, Riverhead, Long Island, CBS's (and RCA's) New York terminal; LSX and 1-kilowatt KFX, Little America, can be found working out final details for the 10-o'clock broadcast.

Likely as not, Little America isn't coming through well enough to please, and you'll hear the Riverhead engineers saying: "Hello, John, switch over to 'number 71 for about 15 minutes."

JOHN DYER is the CBS man with BYRD. "Number *7" is simply a code number for one of the frequencies used by KFX.

As to possibilities of reception direct from Antarctica, little can be said other than that it depends upon weather conditions and location. Many fans throughout the East have tuned them in on

Studiosity

By Les Troy

THIS PAST week, in case you do not know it, has been "Waltz Week." It seems that 500 years ago the waltz was born. So that if why you have heard so many waltzes being played by dance orchestra.

Speaking of dance orchestras, DON BESTOR, radio orchestra leader, has started a campaign against the word "jazz." BESTOR thinks that jazz is a damning rather than helpful phrase to

describe modern music as played by dance orchestras. So BESTOR asked all radio editors to contribute their ideas on what the thing called "jazz" ought to be called.

Among the names already suggested are "Free Harmony," "Free Rhythm," "Rythmania," "Dansanna," and to top them off, "Syncocracy."

In our own simple way we would just as soon

call it "music," along with everything else classed under that heading, although we do agree that it should have some other name than "jazz."

You can't stop these radio stars. TONY WONS, now on his vacation, sits down every day and writes a thousand words. And it is not just for the sake of writing. He is writing a book reviewing his 10 years in radio, which, I am sure, must be fraught with interest.

A simple tale of the tastes of great men comes to these now calloused ears. It seems that HENRY FORD has something called a FORD Symphony Garden out in Detroit, which he sometimes attends. And when he goes everyone knows it and the Detroit Symphony Orchestra simply has to play what Mr. FORD wants to hear. It's one of those things.

Mr. FORD, a dispatch says, is a lover of the simpler forms of symphonic expression and doesn't like heavier stuff. Well, sir, HENRY went to a concert one night. VICTOR KOLAR, the conductor, knew that he was coming and also that Mr. FORD would stay only for the first part of the concert.

Then, as they say in story books, as luck would have it, Mr. FORD decided to stay longer, much to KOLAR's chagrin, because the second half of the concert began with BRAHMS' First Symphony, a thing that Mr. FORD just can't abide.

Mr. KOLAR made a few substitutions. So, instead of the First Symphony of BRAHMS, a truly noble work, there appeared in one, two, three order, "The Blue Danube Waltz," LISZT's "Liebestraum," RACHMANINOFF's "Prelude in C Sharp Minor," "Fair Land of Mine March," and FRITZ KREISLER's "Old Refrain."

The great man left the coliseum, and said:

"That's the kind of music people like to hear."

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Monday, August 13 - Music Camp on NBC-WJZ chain at 10 P.M.

Highlights

P.M.

4.30—Chicago Symphony Orchestra, NBC-WJZ
 8.00—Champions, Richard Hember's Orchestra, NBC-WEAF
 Gladys Swarthout, NBC-WEAF
 9.00—Gypsies, Robert Simmons, NBC-WEAF
 Evan Evans, CBS-WABC
 9.30—Lud Gluskin, Henrietta Schumann, George Price, CBS-WABC
 Joe Cook and Donald Novis, Orchestra, NBC-WEAF
 10.00—National Music Camp, Ossip Gabrilowitch, conductor, NBCWJZ
 10.30—Gothic Choristers, NBC-WEAF

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

7.45 A.M. EDT; 6.45 EST; 5.45 CT
 Pollock and Lawhurst, WEAF WGY
 Train Catcher, WEEI
 Jolly Bill and Jane, WJZ WBAL
 8 A.M. EDT; 7 EST; 6 CT
 Organ Rhapsody, WEAF WGY, 30 m.
 E. B. Rideout and Current Events, WEEI
 Morning Devotions, WJZ WBZ KDKA
 Prayer, WOR
 Lyric Serenade, WABC WCAU
 8.15 A.M. EDT; 7.15 EST; 6.15 CT
 Landt Trio and White, WJZ WBZ WHAM KDKA WBAL
 Devotions, WLW
 Health Exercises, WPG
 News, WNBX
 8.30 A.M. EDT; 7.30 EST; 6.30 CT
 Cheerio, WEAF WEEI WGY WLW, 30 m.
 Lew White at the dual organ, WJZ WHAM WBAL KDKA, 30 m.
 Time, weather, WBZ
 Organ, WSM
 Breakfast Rhythm, WFLA
 Raymond Scott, pianist, WABC
 Organairs, WPG, 30 m.
 Cheerio, WEAF WEEI WGY WLW, 30 m.
 Weather, WBZ

8.45 A.M. EDT; 7.45 EST; 6.45 CT
 Radio Spotlight, WABC
 9 A.M. EDT; 8 EST; 7 CT
 Morning Glories, WEAF
 Annette McCullough, WGY
 Breakfast Club, orchestra, WJZ WBZ WBAL WFLA, 1 h. (KDKA, 30 m.)
 Salt and Peanuts, WLW
 Deane Moore, tenor, WABC WCAU
 Devotions, WHAS WSM, 30 m.
 Early Birds, WNBX

9.15 A.M. EDT; 8.15 EST; 7.15 CT
 Don Hall Trio, WEAF WEEI WGY WLW
 Harmonies in Contrast, WABC WCAU
 9.30 A.M. EDT; 8.30 EST; 7.30 CT
 Eva Taylor, vocalist, WEAF WGY
 Hymns of All Churches, WLW
 Metropolitan Parade, WABC, 45 m.; WPG, 30 m.; WCAU from 9.45 (WHAS at 10.00)
 Georgia Wildcats, WHAS

9.45 A.M. EDT; 8.45 EST; 7.45 CT
 Mattinata, chorus, WEAF WEEI WLW
 Devotions, WGY
 Work-a-Day Thoughts, KDKA
 WGN Keep Fit Club, WGN
 Bob Atcher, WHAS

10 A.M. EDT; 9 EST; 8 CT
 Breen and de Rose, WEAF WEEI WLW
 Southerners, WGY
 Harvest of Song, WJZ WBZ WBAL KDKA
 WSM WFLA

Home Hour, WPG, 1 h.; News at 10.30
 Lawrence Salerno and String Trio, WGN
 What's On Today, WNBX
 10.15 A.M. EDT; 9.15 EST; 8.15 CT
 Viennese Ensemble, WEAF WEEI WLW

Holman Sisters, WJZ WHAM
 Minute Manners, WBZ
 Sammy Fuller, KDKA
 Birthday Club, WFLA
 Bill and Ginger, WABC WCAU
 Morning Concert, WNBX, 30 m.

10.30 A.M. EDT; 9.30 EST; 8.30 CT
 News and Morning Parade, WEAF WSM, 30 m. (WEEI from 10.35)
 Market Basket, WGY
 Recordings, WEEI
 Organ, WLW
 Today's Children, drama, WJZ WBZ WHAM WBAL KDKA WFLA

"All About You," Harold Sherman, WABC WCAU WHAS
 Mail Box, WGN
 10.45 A.M. EDT; 9.45 EST; 8.45 CT
 Skip, Step and Happiana, WGY
 News, weather, WJZ WBZ KDKA WFLA
 Rhythm Jesters, WLW
 News and Three Flats, WABC WCAU WHAS

Treely Ladies, WGN
 Daily Story, WNBX
 11 A.M. EDT; 10 EST; 9 CT
 U. S. Navy Band, WEAF WTAM WGY, WSM, 1 h. (WEEI from 11.15)
 Edison Friendly Kitchen, WEEI
 Vocalist, WLW
 The Honeymoons, Grace and Eddie Albert, WJZ WBZ WHAM

Uncle Tom and Betty, KDKA
 ½ Hour in ¾ Time, WABC WCAU WHAS
 Organ Recital, WPG, 30 m.
 Movie Personalities, WGN
 Bruce Chalmers, baritone, WMCA
 World Observer, WNBX

11.15 A.M. EDT; 10.15 EST; 9.15 CT
 Platt and Norman, piano duo, WJZ WBZ WHAM KDKA

News, stocks, WLW
 Mayfair Melodies, WABC WCAU WHAS
 Your Friendly Neighbor, WGN
 Town Crier, WNBX

11.30 A.M. EDT; 10.30 EST; 9.30 CT

Melody Mixers, WJZ WHAM WBAL, 30 m. (WBZ at 11.45)
 Charioteers, WLW
 Stage Show, WBZ
 Do Re Mi Trio, WABC WHAS WCAU
 Wandering Poet, WPG, 30 m.
 Len Salvo, organ, WGN
 Matinee Melodies, WNBX

11.45 A.M. EDT; 10.45 EST; 9.45 A.M.

Ella Graubart, KDKA
 Painted Dreams, WLW
 The Cadets, duo, WABC
 Bud Shays, songs, WCAU
 Three Aces, WPG
 Studio program, WHAS
 Poem, WNBX

12 N. EDT; 11 A.M. EST; 10 CT

Charles Sears, tenor, WEAF WEEI WGY
 Honey Dean, WJZ WHAM KDKA WSM
 The Monitor Views the News, WBZ
 Morning Highlights, WLW
 Betty Barthell, songs, WABC WCAU WHAS
 Home Sweet Home, WPG
 Rod Arkell, WOR

Nicholas Gargioli, violinist, WMCA

Tom, Dick and Harry, WGN

Style Talk, WNBX

12.15 P.M. EDT; 11.15 A.M. EST; 10.15 CT

Honeyboy and Sassafras, WEAF WEEI
 Martha and Hal, WGY
 Fields and Hall, WJZ WHAM KDKA WFLA
 Weather; Safety Committee, WBZ
 Babs and Don, comedy team, WLW
 Poetic Strings, WABC WCAU WHAS WPG
 Orchestra, WOR
 Musicals, WGN

Olivia Jones, songs, WMCA

12.30 P.M. EDT; 11.30 A.M. EST; 10.30 CT

Merry Macdaps, WEAF WLW, 30 m.
 Stocks, produce, WEEI
 Banjolets, WGY
 Vic and Sade, WJZ WBZ WHAM KDKA
 WSM WFLA

Bond of Friendship, WLW

Al Kavelin's Orchestra, WABC WCAU

WHAS WPG, 30 m.

Grain Reports, organ, songs, WGN

Bud Fisher's Orchestra, WOR, 30 m.

Stocks, WMCA

Travel Talk, WNBX

12.45 P.M. EDT; 11.45 A.M. EST; 10.45 CT

Cabot and Del Castillo, WEEI, 30 m.
 The Vagabonds, WGY

Words and Music, WJZ WHAM WSM

WFLA, 30 m. (WBZ, 15 m.)

Texas trio, WLW

William Penn Orchestra, KDKA

Organ, WMCA, 30 m.

Doring Sisters, WGN

Victor Program, WNBX

1 P.M. EDT; 12 N. EST; 11 A.M. CT

Markets, Weather, WEAF
 Radio Gang, WGY

Bob Albright, WLW

Weather, WSC Farm Forum, WBZ, 30 m.

Market Reports, KDKA

Velazco and his Hotel Taft Orchestra, WABC WCAU WHAS WPG, 30 m.

Midday Service, WGN, 30 m.

N. J. Women's Club, WOR

Nite Owls, WNBX, 30 m.

1.15 P.M. EDT; 12.15 EST; 11.15 A.M. CT

Entic Madriguera's Orchestra, WEAF WGY

Musical Turns, WEEI

River, market, live stock reports, WLW

The Honorable Archie and Frank, WJZ

Auditions, WFLA

Jim Burgess, WCAU

N. J. League of Women Voters, WOR

News, WMCA

Nite Owls, WNBX

1.30 P.M. EDT; 12.30 EST; 11.30 CT

Rex Battlz ensemble, WEAF, 30 m.

N. E. Kitchen of the Air, WEEI WJAR

WCSH WTAG WTIC

WGY farm program, WGY, 30 m.

National Farm and Home Hour, WJZ

WBZ WHAM KDKA WBAL WLW WSM

WFLA, 1 h.

Buddy Fisher's Orchestra, WABC WCAU

WHAS WPG, 30 m.

Backstage in Welfare, WMCA

Markets, Doring Sisters, WGN

Helen and Bob, WNBX

1.45 P.M. EDT; 12.45 EST; 11.45 CT

Verna Osborne, contralto, WOR

Palmer House Ensemble, WGN

Wolman Trio, WMCA

Farm Reporter, WNBX

2 P.M. EDT; 1 EST; 12 N. CT

Revolving Stage, WEAF WEEI 45 m.

Lauren Bell, baritone, WGY

Marian Congress, Alfred E. Smith, Alexis

Cardinal Lepicier, S. M., Archbishop of

Tarsus, WABC WCAU WPG, 30 m.

Weather, markets, WHAS

Dr. Arthur Frank Payne, WOR

Catherine Curtis, "Women and Money," WMCA

Jesse Crawford, organ, WGN

2.15 P.M. EDT; 1.15 EST; 12.15 CT

N. E. Kitchen, WEEI

Household Chat, WLW

Sports talk, WMCA

Georgia Wildcats, WHAS

Frank Ricciardi, baritone, WOR

2.30 P.M. EDT; 1.30 EST; 12.30 CT

Albany on Parade, WGY

Home, Sweet Home, WJZ WHAM WBAL

Cooking School, WBZ, 30 m.

Home Forum, KDKA, 30 m.

Markets, WSM

Emery Deutsch's Orchestra, WABC WPG,

30 m.

Century of Progress Orchestra, WGN

Tex and Eddie, WMCA, 30 m.

Martha Deane, WOR, 30 m.

2.45 P.M. EDT; 1.45 EST; 12.45 CT

Ma Perkins, WEAF WEEI WGY WLW

Richard Maxwell, tenor, WJZ WBZ WFLA

WFLA

3 P.M. EDT; 2 EST; 1 CT

Dreams Come True, WEAF WEEI WGY

WLW WFLA

Radio Guild, Shakespeare's "Midsummer

Night's Dream," WJZ WBZ KDKA WSM

WFLA, 1 h.

5.45 P.M. EDT; 4.45 EST; 3.45 CT

Larry Revel's Orchestra, WEAF WEEI WGY

WPM WFLA WHAS

Comedy Stars, WGN

5.30 P.M. EDT; 4.30 EST; 3.30 CT

Hum and Strum, WEAF WEEI WSM WGY

Jackie Heller, tenor, WJZ WBZ WHAM

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It's A Bromide—But "Show Boat" Cast Is One Big, Happy Family

Uncle Henry Experiments With Sound

By ROSALINE GREENE

(Actress Aboard Captain HENRY's Show Boat)

Gold old Captain HENRY's Show Boat has churned up quite a good deal of Mississippi mud since it set sail on its entertainment cruise almost two years ago.

I sometimes wonder if radio audiences get as big a kick out of listening to our efforts, via the ether, as we do in the actual rehearsing and playing of the program.

It may sound bromidic—and yet it's quite true—we are as one happy family! CHARLIE WINNINGER (Captain HENRY) is so much fun.

He has a penchant for experimenting with the sound effects and his cherubic face is a thing to see when he gets a toot! toot! out of the whistle or a rattle-rattle out of the anchor chain.

Then it's a matter of dear Uncle HENRY scampering from the wrath of the sound effects man. All this at rehearsal, of course.

And while I think of it: If you hear a resounding thwack during the actual broadcast—it's just Uncle HENRY giving me an extra hard slap between the shoulder blades. It adds emphasis to his speeches with me and tickles him no end.

Maria Declaims

Then there's IRENE HUBBARD! Everyone knows her as "Maria" and she's almost as dear to me as my own mother. Possibly it's our close association on the same program, but we enjoy the same books and like the same people, and even reflect the same moods and temperament.

Despite her dignity, Miss HUBBARD's forte is striking ridiculous poses and declaiming some speech from SHAKESPEARE or one of the other classics. You ought to see her spoofing with "TINY" RUFFNER and the quartet!

Every Show Boat has a pub-

Rhythm Girl



ANNETTE HANSHAW, "blues singer" of Captain HENRY's company.

She Describes "Show Boat"



ROSALINE GREENE, actress aboard the "Show Boat" tells about her fellow passengers in the accompanying article.

licity man. "TINY" RUFFNER is the man who extols the virtues of our little itinerant troupe, and he certainly is a dynamo of energy.

He sings, he announces, he advises, he supervises music—oh, he does everything! An unforgettable sight is to see "TINY" punching his nose at the conclusion of a broadcast. In studio parlance this means "right on the nose" or the program synchronized exactly to the second with that o' debbil Time.

BILL BACHER, director of con-

tinuity, is another bundle of terrific energy. He is completely absorbed in the program and he himself feels every word that is spoken. He gesticulates wildly to give cues—but his nod is comforting and his grin cheering.

Lovely Poise

MURIEL WILSON, our soprano, has lovely poise when she sings. Her notes seem so effortless and her hand is very graceful as she swings it in time to the music.

ANNETTE HANSHAW, the

Three Posthumous Patents Are Granted To Inventor

By THE MICROPHONE'S Special Washington Correspondent.

The United States Patent Office has issued three patents posthumously to the late C. FRANCIS JENKINS, noted inventor of radio and television appliances.

JENKINS died recently in his home in Washington, D. C., after years of research into air waves.

One of the patents covers a method of multivex radio transmission, while the other two deal with television. Under arrangements by JENKINS prior to death, the patents are assigned to the Radio Corporation of America.

The government also granted a patent to HARRY DIAMOND of the Commerce Department Bureau of Standards for a 12-course aural type radio directive beacon. DIAMOND assigned his rights to the government.

"Night Club Suite"

JOHNNY GREEN's "Night Club Suite" will be featured on his "In the Modern Manner" program, broadcast over the CBS-WABC network on Friday, August 17, at 9:30 P. M.

Speedboat Regatta Broadcast by NBC

Three speedboat races, which constitute a part of the National Regatta to be held at Baltimore, Maryland, will be described over the NBC-WJZ network on Sunday, August 12, at 2, 4, and 5:30 P. M.

The first event described will be the final mile of the National Sweepstakes Trophy race; the second event broadcast will be the finish of the National Championship race for hydroplanes, the third will be the finals of the Gold Cup race.

These races are held in connection with the Maryland Tercentenary celebration.

rhythm girl, is so conscientious about her work. She's petite and rather shy and at the mike she reminds me of a pert Dresden doll.

And CONRAD? Of course, when you hear CONRAD THIBAULT's robust resonant voice, you think of an intense, serious, man, don't you? Well, he is intense—but also intensely funny.

I wish you could see the crazy stunts he improvises. Once CONRAD put on a grotesque red beard and his grimaces in contrast with the soulfulness of the song convulsed us with laughter.

"Breaking Us Up"

MOLASSES and JANUARY, too, revel in "breaking us up." They pull unexpected jokes on each other—really, they're most spontaneously funny. And often they make up a complete new "spot" between dress rehearsal and show time. The studio audience is always a bit surprised to see them white-faced.

Usually they're on their way to or from a fishing or hunting trip and their corduroys proclaim it—but when JANUARY appears in his sartorial splendor, ice-cream hat and fancy-striped pants—that is something!

However, we take our dramatic interludes seriously. The dialogues with LANNY ROSS are fun to do. He is such a dear! And so fine to work with. Charming, handsome, and Hollywood hasn't spoiled him one whit.

Our most thrilling moment on Show Boat was his first broadcast from the Coast. When I heard his sweet voice floating out of the loud speaker in the studio, dedicating his song to MARY LOU,

"Charming"



LANNY ROSS, tenor of the company, finds favor in the eyes of the other singers and actors.

tears actually came to my eyes.

Now that he has had movie experience, he "registers" his feelings while reading his script and it's most interesting to watch the play of emotions on his face. The first night he was back, I was so intent on watching his face, I forgot to look back at my script and almost missed a cue.

LANNY takes himself and his work seriously, but he has a sly sense of humor and his eyes twinkle so nicely, I'm not sure which mood is most engaging.

EVERYBODY SING!

Join

BOBBY BANKS

in his bi-weekly

STATION WEEI

GET-TOGETHERS

each

WEDNESDAY

and

FRIDAY

at

6:45 P.M.

GOOD FUN

and

GOOD FELLOWSHIP

ANOTHER

FRIENDLY PRESENTATION

OF THE

FRIENDLY STATION

W E E I

Tuesday, August 14 - Symphony Orchestra, NBC-WJZ, 9.30 P.M.

Highlights

P.M.

4:00—Detroit Symphony Orchestra, CBS-WABC
8:30—Wayne King's Orchestra, NBC-WEAF
Goldman's Band, NBC-WJZ
9:30—Soconyland Sketches, NBC-WEAF
NBC Symphony Orchestra, NBC-WJZ
Parade of the Champions, CBS-WABC
10:00—Operetta, NBC-WEAF

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

9:30 A.M. EDT; 8:30 EST; 7:30 CT

Honey Dean, WEAF WGY
Joe Emerson, songs, WLW
Little Jack Little's Orchestra, WGY
Georgia Wildcats, WHAS

9:45 A.M. EDT; 8:45 EST; 7:45 CT

Wife Saver, WEAF WEEI WGY WLW
(News, WEEI, 5 m.)
Plough Boys, KDKA
Round Towners Quartet, WABC WCAU
WSM, 45 m. (WGY from 10:45)
Bob Atcher, WHAS
WGN Keep Fit Club, WGN
Daye Tyson, songs, WPG
Kaimai's Royal Hawaiians, WHAS

10 A.M. EDT; 9 EST; 8 CT

Breen and de Rose, WEAF WEEI
Southerners, WGY
Edward MacHugh, Gospel Singer, WJZ WBBZ
KDKA WSM WFLA
Bill and Ginger, WABC WCAU WHAS
Morning Musicals, WGN
Home Hour, WPG
On the Air, WNBX

10:15 A.M. EDT; 9:15 EST; 8:15 CT

Vienese Ensemble, WEAF WEEI
Castles of Romance, WJZ WBZ KDKA
Hazel Slusher, Fred King, WLW
Cane Calder, bass, WABC WCAU
Poet's Corner, WMCA

10:30 A.M. EDT; 9:30 EST; 8:30 CT

News and Morning Parade, WEAF WSM,
1 h. (WEEI, 30 m. and from 11:15)
Today's Children, WJZ WBZ WHAM
WBAL KDKA WFLA
Arthur Chandler, organ, WLW
News and Madison Ensemble, WABC WCAU
WHAS, 30 m.

10:45 A.M. EDT; 9:45 EST; 8:45 CT

Good Morning Melodies, WEEI
Shopping Bag, WGY
News and Radio Kitchen, WJZ WSM
WFLA KDKA
News, weather, WBZ
Rhythm Jesters, WLW
Do, Re, Mi, WABC
Bob Atcher, WHAS
Story, WNBX

11 A.M. EDT; 10 EST; 9 CT

Edison Friendly Kitchen Program, WEEI
Galaxy of Stars, WGY WTAM WLW
Honeymooners, WJZ KDKA WSM WFLA
Duke Dewey's Orchestra, WBZ
U. S. Navy Band, WABC WCAU WPG
WHAS, 30 m.

Movie Personalities, WGN

Devotional Hour, WNBX

11:15 A.M. EDT; 10:15 EST; 9:15 CT

Platt and Nierman, pianists, WJZ WBZ
WHAM KDKA
News, livestock, WLW
Leon Cole, organist, WSM
Charm Secrets, WCAU
Your Friendly Neighbor, WGN
Town Crier, WNBX

11:30 A.M. EDT; 10:30 EST; 9:30 CT

Three Shades of Blue, WEAF WEEI WGY
Spirituals, WLW
Melody Mixers, WJZ KDKA WSM WFLA,
30 m.

E. R. A. Orchestra, WBZ, 30 m.
Do, Re, Mi Trio, WABC WPG, 30 m.;
WHAS, 15 m. (WCAU at 11:45)
Pete Woolery's Orchestra, WCAU
Melody Men, WGN
Mrs. H. T. Coc, piano, WNBX

11:45 A.M. EDT; 10:45 EST; 9:45 AM.

Al Bernard, minstrel, WEAF WEEI
Skip, Step and Harpiana, WGY
Painted Dreams, WGN WLW
News, WNBX

12 N. EDT; 11 A.M. EST; 10 CT

The Merry Maes, WEAF WEEI WGY
Fay Ferguson, pianist, WJZ WHAM WBAL
WFLA

Monitor Views the News, WBZ

Highlights, WLW
Connie Gates, WABC WCAU WHAS
Barry Devine, songs, WGN
Home Sweet Home, WPG
Danny Dee, WOR
Nicholas Garagusa, violinist, WMCA
Parents' Forum, WNBX

12:15 P.M. EDT; 11:15 A.M. EST; 10:15 CT

Honeyboy and Sassafras, WEAF WEEI WGY
Fields and Hall, WJZ KDKA WSM WFLA
WSM WFLA

Tim, weather, safety committee, WBZ
Babs and Don, WLW
Concert Orientale, WABC WCAU WHAS
WPG

Musicale, WGN

Ensemble, WOR

Stapleton and Boroff, pianists, WMCA

Victor Herbert melodies, WNBX

12:30 P.M. EDT; 11:30 EST; 10:30 CT

Merry Madcaps, WEAF WGY WLW, 30 m.
Stocks, produce, WEEI
Vic and Sade, WJZ WBZ KDKA WHAM
WFLA

Al Kavelin's Orchestra, WABC WCAU

WHAS, 30 m.; WPG from 12:45

Markets, WGN

Bud Fisher's Orchestra, WOR, 30 m.
Stocks, WMCA
Organ Tones, WNBX, 30 m.
12:45 P.M. EDT; 11:45 A.M. EST; 10:45 CT
Caroline Cabot, Del Castillo, WEEI, 30 m.
WJZ, 30 m.
Vagabonds, WGY
Words and Music, Leola Turner, soprano,
WJZ, 30 m. (WBZ WFLA, 15 m.)
William Penn Orchestra, KDKA
Organ Music, WMCA, 30 m.
June Baker, WGN

1 P.M. EDT; 12 N. EST; 11 A.M. CT

Markets, weather, WEAF
Bradley Kincaid, WGY
Bob Albright, WLW
Studio Program, WFLA
Weather, agriculture talk, WBZ, 30 m.
Market Reports, KDKA

Velazco's Music, WABC WCAU WHAS

Mid-Day Service, WGN, 30 m.

Van Duzer's Orchestra, WOR, 30 m.

Rona Valdez, soprano, WMCA

Ozzie Wade, trumpet, WNBX

1:15 P.M. EDT; 12:15 EST; 11:15 A.M. CT

Rex Battle Ensemble, WEAF WEEI
Ada Robinson, soprano, WGY
Honorable Archie and Frank, WJZ WBZ
WBAL KDKA WSM

Jack Russell's Orchestra, WABC

Sanders Sisters, WHAS

River and weather reports, WLW

Ariel Ensemble, WOR

Mirror Reflections, WMCA

Studio program, WNBX, 30 m.

1:30 P.M. EDT; 12:30 EST; 11:30 CT

Dick Fidler's Orchestra, WEAF WEEI, 30 m.
WGY farm program, WGY, 30 m.
National Farm and Home Hour, WJZ WBZ
WBAL KDKA WSM WFLA, 1 h.

Esther Velas Ensemble, WABC WCAU

WHAS WPG

Markets, WGN

Theatre Club of the Air, WOR

Sylvia Blue, songs, WMCA

1:45 P.M. EDT; 12:45 EST; 11:45 CT

Along the Volga, WABC WCAU WHAS

Anita C. Metzger, readings, WPG

Russell Robinson, piano, WMCA

Dorothea Shay, blues, WOR

Russell Robinson, piano, WMCA

Ensemble, WGN

Farm Reporter, WNBX

2 P.M. EDT; 1 EST; 12 N. CT

Dion Kennedy, organist, WEAF, 30 m.

Pure Food Institute, WEEI, 30 m.

Hadley Rasmussen, baritone, WGY

Eton Boys, quartet, WABC WCAU WPG

Markets, weather, WHAS

Walter Garbutt, songs, WMCA

Orchestra, WOR

2:15 P.M. EDT; 1:15 EST; 12:15 CT

Household Chat, WGY

Poetic Strings, WABC WCAU

Georgia Wildcats, WHAS

Romance of Helen Trent, WGN

"Memories," WOR

Sports, WMCA

2:30 P.M. EDT; 1:30 EST; 12:30 CT

The Three Scamps, WEAF WEEI

Albany on Parade, WGY

Home Sweet Home, sketch, WJZ

Home Forum Cooking School, WBZ, 30 m.

KDKA Home Forum, KDKA, 30 m.

Charlotte Harriman, contralto, WABC WPG

Markets, WSM

"The Homemaker," WOR, 30 m.

Century of Progress Ensemble, WGN

Tex and Eddie, songs, WMCA, 30 m.

2:45 P.M. EDT; 1:45 EST; 12:45 CT

Ma Perkins, WEAF WEEI WGY WLW

WSM, 1 h. (WEEI, 30 m. and from 11:15)

Nellie Revell interviews, WJZ WHAM

Adult Education Program, WABC

Palmer House Ensemble, WGN

Agricultural College, WHAS

3 P.M. EDT; 2 EST; 1 CT

Blue Room Echoes, WEAF WLW WFLA,

30 m.

Del Castillo, organist, WEEI, 30 m.

Albany on Parade, WGY

Nathan Stewart, tenor, WJZ WBZ WBAL

WBAL, 30 m.

Sammy Fuller, KDKA

Ponce Sisters, WLW

Metropolitan Parade, WABC WCAU WPG,

30 m.

University of Kentucky, WHAS, 30 m.

Ensemble, WGN, 45 m.

Sally and Sue, WOR

Betty Gould, organ, WMCA

3:15 P.M. EDT; 2:15 EST; 1:15 CT

Mudcaves' play, WGY

Low Down, WLW

Congress of Clubs, KDKA

Newark Museum Program, WOR

Madame Baranovsky, pianologue, WMCA

11:45 A.M. EDT; 10:45 EST; 9:45 AM.

Al Bernard, minstrel, WEAF WEEI

Skip, Step and Harpiana, WGY

Painted Dreams, WGN WLW

News, WNBX

12:30 P.M. EDT; 11:30 EST; 10:30 CT

Merry Madcaps, WEAF WGY WLW, 30 m.

Stocks, produce, WEEI

Vic and Sade, WJZ WBZ KDKA WHAM

WFLA

AI Kavelin's Orchestra, WABC WCAU

WHAS, 30 m.; WPG from 12:45

Markets, WGN

A Poet Poses



GILBERT MAXWELL, poet and novelist from Georgia, reads some of his own verse on a program with MORTON GOULD, pianist. The program is broadcast by the NBC-WEAF chain Tuesdays at 11:30 A.M.

3:30 P.M. EDT; 2:30 EST; 1:30 CT

Woman's Radio Review, "Painting: the Realists," WEAF WGY, 30 m.

WEEI Reading Circle, WEEI, 30 m.

"White Terror," drama, WJZ KDKA WSM, 30 m.

Adventuring with Postage Stamps, WBZ, 30 m.

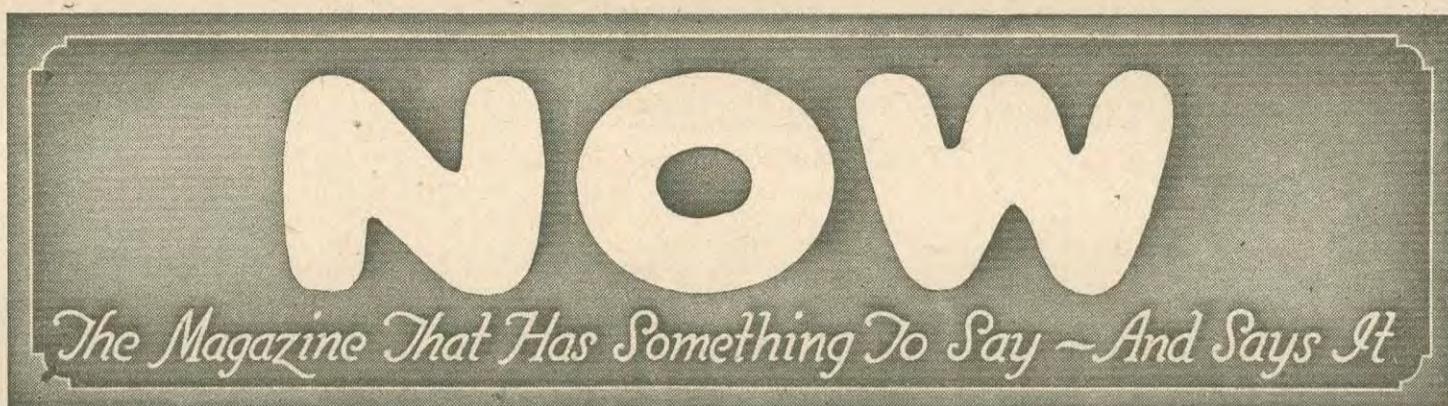
Sputter and Whine, WLW

Dancing by the Sea, WABC WPG WHAS, 30 m.

Baritone, WOR

Stocks, WMCA

John Dillinger Is Dead, But Gerald Chittenden Didn't Know It When He Wrote For August



Less Mercy, Please!

Q.—And what is that—an article? A.—Yes, an article, containing a plea for intolerance of crime.

Q.—Oh, this Chittenden is one of these rabid hot-heads, avid after blood? A.—Not exactly; Mr. Chittenden is just one of the decent citizenry heartily annoyed by the spineless attitude toward crime. He insists that a little more bigotry would be helpful.

Q.—Suppose I'm not interested in crime? A.—Quite all right with us; you might find something in "Idle Labor", by P. W. Pratt, a plan to put it to work.

Q.—I find it too hot for heavy thinking; my mind is on keeping cool and keeping my appetite keen. What is there for me in August NOW? A.—Philip N. Hobson contributes "Food For Summer". This is a timely warning against excessive eating. You can get NOW from your news dealer or from the Circulation Manager, 34 Court Square, Boston. Fifteen cents the copy; \$1.50 for twelve issues.

Wednesday, August 15 - Broadway Vanities, WABC, 8.30 P.M.

Highlights

P.M.

4.30—Chicago Symphony Orchestra, NBC-WJZ
8.30—Everett Marshall, CBS-WABC
9.00—Detroit Symphony Orchestra, CBS-WABC
Fred Allen, NBC-WEAF
10.00—Broadcast to and from Byrd Expedition, CBS-WABC
Guy Lombardo's Orchestra, NBC-WEAF
10.30—Harry Richman, NBC-WJZ

(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

Organ Rhapsody, WEAF, 30 m.; (WEEI from 8:15)
E. B. Rideout, news, WEEI
Musical Clubs, WGY
Morning Devotions, WJZ WBZ
WGN's Good Morning, WGN, 1 h., 45 m.
Lyric Serenade, WABC, 30 m.
Playground Echoes, WPG

8.15 A.M. EDT; 7.15 EST;
6.15 CT

Land Trio and White, WJZ WBZ WHAM
KDKA WBAL
Health Exercises, WPG
News, WNBX

8.30 A.M. EDT; 7.30 EST;
6.30 CT

Cheerio's Musical Interlude, WEAF WEEI
WGY WLW, 30 m.
Lew White, organist WJZ WBZ WHAM
WHL KDKA, 30 m.
Organ, WSM
Breakfast Rhyme, WFLA
Rhythmic Bandbox, WABC, 30 m.
Organists, WPG

9 A.M. EDT; 8 EST; 7 CT

Herman and Banta, WEAF
Scissors and Paste, WGY
Breakfast Club, WJZ WBZ WBAL WHAM
KDKA, 1 h. (WFLA, 45 m.) (WSM at 9:15)
Devotion, WSM
Salt and Peanuts, WLW
The Song Reporter, Dick Newton, WABC
WAU

Deviations, WHAS, 30 m.
Early Birds, WNBX, 1 h.

9.15 A.M. EDT; 8.15 EST;
7.15 CT

Don Hall Trio, WEAF WGY WLW
Lessons in Loveliness, WEEI
The Market Basket, WGY
Patterns in Harmony, WABC WCAU

9.30 A.M. EDT; 8.30 EST;
7.30 CT

Morning Glories, dance tunes, WEAF
WGY
Joe Emerson, songs, WLW
Morning Melodies, WEEI
Metropolitan Parade, WABC WPG, 30 m.;
WHAS WCAU from 9:45
Wildcats, WHAS

9.45 A.M. EDT; 8.45 EST;
7.45 CT

Southerners quartet, WEAF WEEI WLW
News, Trio, WEEI
Mid-Morning Devotions, WGY
Adrian O'Brien, WBZ
Work-A-Day Thoughts, KDKA
Keep Fit Club, WGN
Bob Atcher, WHAS

10 A.M. EDT; 9 EST; 8 CT

Breen and de Rose, WEAF WEEI WLW
The Southerners, WGY
Harvest of Song, WJZ WBZ WHAM
KDKA WSM WFLA
Organ, WLW
In the Luxembourg Gardens, WABC WHAS
WCAU

Home Hour, WPG, 1 h.; News at 10:30
Rondoliers, WGN
On the Air, WNBX

10.15 A.M. EDT; 9.15 EST;
8.15 CT

Viennese ensemble, WEAF WEEI
Foreuda Trio, WIZ WBAL
Ukulele Lou, WBZ
Birthday Club, WFLA
Sammy Fuller, KDKA
Bill and Ginger, WABC WCAU
Morning Concert, WNBX, 30 m.

10.30 A.M. EDT; 9.30 EST;
8.30 CT

News, Three Scamps, WEAF WSM
Organ, WEEI
The Market Basket, WGY
Today's Children, WJZ WBZ WBAL,
KDKA WFLA
"Al About You," Harold Sherman, WABC
WCAU WHAS

Jack Berch, WLW

Markets and Mail Box, WGN

10.45 A.M. EDT; 9.45 EST;
8.45 CT

Betty Crocker, WEAF WGY WLW WFLA
Good Morning Melodists, WEEI
News and Radio Kitchen, WJZ WBZ
KDKA WBAL (WSM at 10:50)
Studio Program, WSM
News and Fiddlers' Fancy, WABC WCAU
Bob Atcher, WHAS

Lovely Ladies, WGN

Daily Story, WNBX

11 A.M. EDT; 10 EST; 9 CT

Juan Reyes, pianist, WEAF
Edison Friendly Kitchen, WEEI
Skip Step and Hapnians, WGY
The Wife Saver, WJZ
The Honeymoners, WBZ WSM
Uncle Tom and Betty, KDKA
News, WLW
Movie Personalities, WGN
"Cooking Closeups," WCAU
Farm Talk, WPG
Master Tommy Linton, WHAS
Parmenter and Severance, WNBX

11.15 A.M. EDT; 10.15 EST;
9.15 CT

Alice Remsen, contralto, WEAF WEEI WGY
Merry Macs, WJZ WHAM WBAL KDKA
WSM
Women's Club News, WBZ

Morning Topics, WFLA
Franklin Bens' Orchestra, WGN
Rambles in Rhythm, WABC WCAU WPG,
30 m. (WCHAS from 11:30)
Your Friendly Neighbor, WGN
Town Crier, WNBX

11.30 A.M. EDT; 10.30 EST;
9.30 CT

Betty Moore, WEAF WEEI WGY WLW
U. S. Army Band, WJZ WBAL KDKA
WFLA WSM, 30 m.; WHAM from 11:45
Organ, WGN
Household Chat, WNBX

11.45 A.M. EDT; 10.45 EST;
9.45 A.M.

Two Buds, WEAF WEEI WGY
Painted Dreams, WLW WGN
Magic Recipes, WABC WHAS WCAU
R. K. O. Trio, WPG
Poem, WNBX

12 N. EDT; 11 A.M. EST; 10 CT

Charles Scarf, WEAF WEEI WGY
Al and Lee Reiser, WJZ WHAM KDKA
WFLA WFLA

The Monitor Views the News, WBZ
Highlights, WLW
Betty Barthell, WABC WCAU WHAS
Home Sweet Home, WPG
Rod Arkell, WOR

Nicholas Gargassi, violin, WMCA
Tom, Dick and Harry, WGN
Matinee Melodies, WNBX

12.15 P.M. EDT; 11.15 A.M. EST;
10.15 CT

Honeyboy and Sassafras, WEAF WEEI
Martha and Hal, WGY
Fields and Hall, WJZ WHAM KDKA
WFLA

Time, weather, temperature, WBZ
Midday Songs, KDKA
Babs and Don, WLW
"Chansonnette," WCAU WHAS WPG
Ensemble, WOR

Lewis White, basso, WGN

Health talk, WNBX

12.30 P.M. EDT; 11.30 A.M. EST;
10.30 CTMerry Madcaps, WEAF WEEI WLW
Banjoers, WGYVic and Sade, WJZ WBZ KDKA WFLA
WFLA

Market Reports, WGN

Al Kavelin's Orchestra, WABC WCAU WPG

30 m. (WHAS at 12:45)

Sanders Sisters, WHAS

12.45 P.M. EDT; 11.45 A.M. EST;
10.45 CT

Markets, weather, WEAF

This and That, WEEI

The Vagabonds, WGY

Words and music, WJZ WHAM WFLA,
30 m.

William Penn Orchestra, KDKA

String music, WSM

Live Stock Reports, WLW

Florida Male Quartet, WGN

Organ, WMCA

Royal Poet, WNBX

1 P.M. EDT; 12 N. EST;
11 A.M. CT

Markets, WEAF

Weather, agriculture, WBZ, 30 m.

Markets, KDKA

Noon-day Dance, WFLA

Velazco's Orchestra, WABC WCAU WHAS

30 m. (WPG, 15 m.)

Mid-Day Service, WGN, 30 m.

Roger Van Duzer's Orchestra, WOR, 30 m.

Vermonters, WNBX, 45 m.

1.15 P.M. EDT; 12.15 EST;
11.15 A.M. CT

On Wings of Song, WEAF WEEI WGY

The Honorable Archie and Frank, WJZ

KDKA WSM

Weather, WLW

Auditions, WFLA

New Jersey Women's Clubs, WPG

Ariel Ensemble, WOR

Mirror Reflections, WMCA

1.30 P.M. EDT; 12.30 EST;
11.30 CT

Dick Fidler's Orchestra, WEAF WEEI

30 m.

Farm Program, WGY

Joe Reichman's Orchestra, WABC WCAU

WHAS WPG, 30 m.

Markets, piano, WGN

Instrumental Trio, WMCA, 30 m.

Rosalind Jewel, books, WOR

1.45 P.M. EDT; 12.45 EST;
11.45 CT

Harold Knight Orchestra, WABC

Verna Osborne, soprano, WOR

Ensemble, WGN

Farm Reporter, WNBX

2 P.M. EDT; 1 EST; 12 N. CT

Two Seats in the Balcony, WEAF WGY

National Farm and Home Hour, WJZ WBZ

WHAM KDKA WSM WFLA, 30 m.

The Romany Trail, WABC WPG WCAU,

30 m.

Weather, markets, WHAS

Dr. Arthur Frank Payne, WOR

John Cowell, baritone, WMCA

Organ, WGN

2.15 P.M. EDT; 1.15 EST;
12.15 CT

Romance of Helen Trent, WABC WCAU

WGN

Wildcats, WHAS

Connor's Orchestra, WOR

Sports, WMCA

2.30 P.M. EDT; 1.30 EST;
12.30 CT

The Sizzler's Trio, WEAF WEEI

Albany on Parade, WGY

Home Sweet Home, sketch, WJZ WHAM

Home Forum Cooking School, WBZ, 30 m.

KDKA Home Forum, KDKA, 30 m.

Burchell's Orchestra, WLW

Markets, WSM

Bookman, theater review, WFLA

Ann Leaf, organ, WABC WPG, 30 m.

(WHAS, 15 m.)

Woman's Club, WCAU, 30 m.

"The Homemaker," WOR, 30 m.

Tex and Eddie, WMCA, 30 m.

Century of Progress, orchestra, WGN

2.45 P.M. EDT; 1.45 EST;
12.45 CT

Ma Perkins, WEAF WEEI WGY WCSH

WLW WSM

Colette Carley, songs, WJZ WHAM WFLA

College of Agriculture, WHAS

Ensemble, WGN

3 P.M. EDT; 2 EST; 1 CT

Dreams Come True, WEAF WEEI WGY

WEF

Joe White, tenor, WJZ WHAM KDKA

WFLA WSM

Craigavard and Old Erin, WBZ

Camay Minstrels, WLW

La Forza Berumen Musicals, WABC WPG,

WCAU, 30 m.

Show Boat Boys, WOR

Tenor, organ, WMCA

Jongleurs, WGN

Little Sister



Here's A Chicago Program Which Chooses Its Own Sponsor

Conducted By Health Authority

It may seem incredible for a radio program to sponsor the products of the companies associated with it, rather than be sponsored by those companies.

It may seem equally incredible that a number of companies should contract for a solid year's broadcasting, consisting of 260 full one-hour programs, without either an audition or a manuscript of a sample program.

Yet, that is precisely the story behind the BUNDESEN Hour, according to an article by Dr. WILLIAM I. FISHBEIN in *Broadcasting Magazine*.

The program is broadcast from 9 to 10 o'clock every morning, except Saturdays and Sundays, from WLS, Chicago. The program is subtitled "Your Daily Magazine of the Air," and it presents some 14 distinct features, including an editorial, a dramatized review of the day's news, dramatized talks on adult and child health, serialized fiction, music and various other features, all edited and presented by Dr. HERMAN N. BUNDESEN, president of the Chicago Board of Health.

The 'Inside Story'

Here is the story behind the BUNDESEN Hour. A little more than a year ago RALPH KEMP, of KEMP Brothers Packing Company, found himself faced with the difficult problem of introducing a new product into the Chicago market—Sun-Rayed Tomato Juice.

Chicago's consumers had heard a lot about tomato juice from many manufacturers; how then was he to introduce a new product into this field?

Mr. KEMP discussed the problem with a Chicago advertising executive, and together they evolved the idea of a program which would serve, in a sense, as a radio food watchman, examining and frankly broadcasting the merits of no particular food but, rather, of all foods.

The one person in Chicago who, by reputation and record, was eligible to be the leader in this health crusade was Dr. HERMAN N. BUNDESEN, president of the Chicago Board of Health. He was responsible for an unparalleled system of parent education in caring for children and an acknowledged public health leader.

Mr. KEMP set about interviewing other manufacturers and packers of food products who might be interested in such a program. With little difficulty he persuaded 10 large companies to ask Dr. BUNDESEN to present the program.

Dr. BUNDESEN made careful tests of the products submitted for participation on the hour. The first requisite he established was that these foods must have the acceptance of the committee on foods of the American Medical Association.

The second requisite was that all these foods comply with the newer requirements of nutrition; that is, that they fall within the class of the so-called protective foods. Following this survey, only three of the petitioners were accepted for the year's program. These three were KEMP's Sun-

Will Will Return To Radio Soon



WILL ROGERS, sage of the plains, columnist, actor and radio speaker, who again will bring his witticisms to your loud speaker sometime in the Fall. This picture is the way he looks to XAVIER CUGAT, caricaturist and one-time leader of the orchestra at the Waldorf-Astoria in New York.

X.Cugat

Rayed Tomato Juice, DEAN'S Vitamin D Evaporated Milk and bananas.

An Editorial Policy.

Not until after the commitments for the year's broadcast had been received was any thought given to the nature of the program. Dr. BUNDESEN had been petitioned to present a program.

None of the three petitioners who were accepted expected to see a program made up of some 14 features and presented by some 19 musicians and actors. They did not expect a program written by four authors.

They did not know they were going to receive a program which was to combine the essentials of all other successful radio programs plus the added features of newspaper and magazines into a distinct hour's presentation. That was Dr. BUNDESEN's idea; to give the listener, in a single turn of the dial, all the elements of complete entertainment.

The program was possibly the first to go on the air with a distinct editorial policy. Dr. BUNDESEN heads an editorial board which has functioned daily now for 10 months. Whether it be on the Nazi situation in Germany, the NRA in the United States or the nature of the commercial credits for the next week, the BUNDESEN Hour has a definite editorial policy.

This is its commercial policy. Although many food products have petitioned for participation on the hour, the same two requisites laid down by Dr. BUNDESEN of the original petitioners still remain. First, A. M. A. acceptance; second, that the foods come within the newer knowledge of nutrition and that they be pro-

tective foods.

On the first day of the program, this was the nature of the commercial credit:

"Each day we mention certain food products. Through our mention of them, we call to your attention that they are of the highest quality and are deserving of a place on every table. We do not and will not give you long, drawn-out commercial announcements. These are the food products sponsored by the Bundesen Hour: Kemp's Sun-Rayed Tomato Juice, Dean's Vitamin D Evaporated Milk, and bananas."

Only Two-Minute "Plug"

In all, there were two minutes of commercial credit in an hour's show. There was not and never has been any direct selling; no pleas for carton tops in return for which, etc.; no pleas for the listener to rush to the corner market and buy the products.

Such a commercial policy, of course, was a daring move, if for no other reason than that it had never been tried before. Would the public respond?

This was 10 months ago, before other broadcasters began to heed the public wails about over-drawn and over-done commercials. Would a public already calloused against commercial credits pay any attention to these unorthodox, informative announcements?

The Public Responds

Does the public respond to this form of commercial handling? In one week, the BUNDESEN Hour asked its listeners, "Do you want this program to continue?" There

new!

IRONIZED YEAST

presents

FIVE MINUTE DRAMAS

from

REAL LIFE

over

STATION WEEI

MONDAYS

WEDNESDAYS

FRIDAYS

at

6.40 P.M.

TUNE IN !

Thursday, August 16 - Show Boat Program on NBC-WEAF, 9 P.M.

Highlights

P.M.

8.00—Rudy Vallee, NBC-WEAF
9.00—Captain Henry's Show Boat, NBC-WEAF
9.30—Goldman Band, NBC-WJZ
10.00—"45 Minutes in Hollywood," Claudette Colbert, Warren William, Henry Wilcoxon, 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.)

8.15 A.M. EDT; 7.15 EST; 6.15 CT

Landt Trio and White, WJZ WBZ KDKA WBAL
Sunny Melodies, WABC, 30 m.
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 m.; WBZ, 15 m.
Paul and Bert, WSM
Musical Clock, WFLA
Salon Musicale, WABC
Organ, WPG

8.45 A.M. EDT; 7.45 EST; 6.45 CT

Bronco Busters, WSM
Morning exercises, WFLA (WSM at 9.45)
Caroline Gray, pianist, WABC

9 A.M. EDT; 8 EST; 7 CT

Herman and Banta, WEAF WEEI
Willis, McCullough, songs, WGY
Breakfast Club, WJZ WBZ WHAM KDKA WFLA, 1 h.
Salt and Peanuts, WLW
Devotions, WSM
The Song Reporter, Dick Newton, WABC WCAU
Devotions, WHAS, 30 m.
Early Birds, WNBX, 1 h.

9.15 A.M. EDT; 8.15 EST; 7.15 CT

Don Hall Trio, 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

Sylvan Trio, WEAF WEEI WGY
Sylvan Trio, WLW
Piano, KDKA
Eton Boys, quartet, WABC WCAU
Dave Tyson, songs, WPG
Bob Atcher, WHAS
Keep Fit Club, WGN
Jean Gravelle's Orchestra, WMCA

10 A.M. EDT; 9 EST; 8 CT

Breen and de Rose, WEAF WEEI
The Southerners, WGY
Joe White, tenor, WJZ WBZ WHAM KDKA WFLA
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.
Vermont Battlefields, WNBX

10.15 A.M. EDT; 9.15 EST; 8.15 CT

Viennese Ensemble, WEAF WEEI WGY
Castles of Romance, WJZ WHAM KDKA
Duke Dewey's Orchestra, WBZ
Variety, WFLA
Ida Bailey Allen, WABC WCAU

10.30 A.M. EDT; 9.30 EST; 8.30 CT

News, Morning Parade, WEAF, 45 m.; (WGY from 10.45) (WSM, 30 m.)
Today's Children, WJZ WBZ KDKA WFLA
Arthur Chandler, organ, WLW
Markets and Mail Box, WGN, 30 m.
News and Artist Recital, WABC WCAU WHAS
Meeting Concert, WNBX

10.45 A.M. EDT; 9.45 EST; 8.45 CT

Good Morning Melodies, WEEI
News and Radio Kitchen, WJZ WBZ KDKA WFLA
Elliot Brock, violin, WLW
Tenor, WGN
Dr. Maurice J. Lewis, WABC WCAU WHAS WPG
Daily Story, WNBX

11 A.M. EDT; 10 EST; 9 CT

Galaxy of Stars, WGY, WLW
U. S. Navy Band, WJZ WBZ KDKA WFLA WSM, 30 m. (WHAM from 11.15)
Swinging Along, WABC WCAU WHAS, 30 m.
Jean Weiner, organ, WPG
Devotional Hour, WNBX

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.
Musical Program, WGY, 30 m.
Hazel Arth, contralto; Andy Sanella, WJZ WBZ KDKA WFLA
Music, WHAM
Market Reports, WLW
Organ, WSM
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 WSM WFLA
Painted Dreams, WGN WLW
Poem, WNBX

12 N. EDT; 11 A.M. EST; 10 CT

Merry Macs, tenor, WEAF WEEI WGY WJZ WHAM WSM WFLA
The Lonely Travellers, WJZ WHAM KDKA WSM WFLA
Monitor Views the News, WBZ Highlights, WLW
Connie Gates, songs, WABC WCAU WHAS Home Sweet Home, WPG
Danny Dee, WOR
Nicholas Garagusi, violinist, WMCA
Barry Devine, songs, 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
Piano, songs, WOR
Piano Duo, WMCA
June Baker, home management, WGN NRA talk, WNBX

12.30 P.M. EDT; 11.30 EST; 10.30 CT

Rex Battle's Ensemble, WEAF WLW (WGY, 15 m.)
Vic and Sade, WJZ KDKA WSM WFLA, 30 m.
Al Kavelin's Orchestra, WABC WCAU WHAS, 30 m. (WPG from 12.45)
Fur Trappers, WCAU, 30 m.
Stocks, WMCA
Roger Robinson, baritone, WGN
Rev. E. M. 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, 30 m.
William Penn Orchestra, KDKA Agriculture report, WFLA
June Baker, 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 Velazco's Orchestra, WABC WHAS, 30 m.
Weather, music, WPG, 45 m.
Roger Van Duzer's music, WOR, 30 m.
Lyric soprano, WMCA 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 Mirror Reflections, WMCA Variety, WNBX

1.30 P.M. EDT; 12.30 EST; 11.30 CT

Sammy Watkins' Orchestra, WEAF WEEI, 30 m.
WGY Farm Program, WGY, 30 m.
National Farm and Home Hour, WJZ WBZ WHAM KDKA WLW WSM WFLA, 1 h.
Annual Horse Race at Siena, Italy, WABC WCAU WPG WHAS, 30 m.
Sylvia Blue, WMCA Markets, music, WGN
Theatre Club of the Air, WOR Old Time songs, WNBX

1.45 P.M. EDT; 12.45 EST; 11.45 CT

Contralto, WPG Venna Osborne, soprano, WOR Piano, WMCA Jesse Crawford, organ, WGN Farm Reporter, WNBX

2 P.M. EDT; 1 EST; 12 N. CT

Stones of History, WEAF, 30 m.
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 Chasin, pianist, WABC WCAU Wildcats, WHAS "Memories," WOR Sport talk, WMCA Romance of Heen Trent, WGN

2.30 P.M. EDT; 1.30 EST; 12.30 CT

Trio Romantique, WEAF WEEI WLW Albany on Parade, WGY Dramatic School, WJZ WHAM WFLA Cooking School, WJZ WHAM WFLA KDKA Home Forum, KDKA, 30 m.
Poetic Strings, WABC 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

Mr. Perkins, WEAF WEEI WGY WLM George Beuler, baritone, WJZ WHAM WFLA 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 WFLA, 30 m.
Camay Minstrel, WLW Metropolitan Parade, WABC WCAU WPG University of Kentucky, WHAS, 30 m.
Sally and Sue, WOR Betty Gould, c. 22, WMCA

3.15 P.M. EDT; 2.15 EST; 1.15 CT

Melvin W. Cassmore, "An Appraisal of America," WEAF WGY Silver Lining Hour, WEEI Low Down, WLW Piano Recital, WOR Pianologue, WMCA

News-Monger



LOWELL THOMAS, who tells about the news of the day every evening except Saturday and Sunday over the NBC-WJZ network at 6.45.

3.30 P.M. EDT; 2.30 EST; 1.30 CT

Woman's Radio Review, WEAF WEEI WGY ERA Choristers, WJBZ, 30 m.
Organ, KDKA Emerson's Orchestra, WLW Finances, WSM
Musical Memories, WFLA Wayside Cottage, WABC WCAU Musical Dessert, WGN Serenade, WHAS

4 P.M. EDT; 3 P.M. EST; 2 CT

Chick Webb's Orchestra, WEAF WGY WFLA, 30 m.
Stocks, Markets, WEEI Betty and Bob, drama, WJZ WBZ WHAM KDKA WLW WSM Detroit Symphony Orchestra from Century of Progress, Victor Kolar directing, WABC WHAS, 1 h.
The Apple Knockers, WCAU Travelogue, WPG, 30 m.
Negro Quartet, WMCA Afternoon Concert, WNBX

4.15 P.M. EDT; 3.15 EST; 2.15 CT

Songs, WEEI Limey Bill, WGY Dorothy Page, songs, WJZ WBZ WHAM KDKA
Chicago Symphony Orchestra, WJZ WBZ WHAM WFLA, 1 h. (KDKA, 30 m. from 4.45)
Life of Mary Sothern, WLW Dorothy Page, songs, WJZ WBZ WHAM KDKA
Markets, KDKA Chicago Symphony Orchestra, WJZ WBZ WHAM WFLA, 1 h. (KDKA, 30 m. from 4.45)
Hazel Glenn, WEAF WEEI John Sheehan, tenor, WGY

4.30 P.M. EDT; 3.30 EST; 2.30 CT

Hazel Glenn, WEAF WEEI John Sheehan, tenor, WGY
Markets, KDKA Chicago Symphony Orchestra, WJZ WBZ WHAM WFLA, 1 h. (KDKA, 30 m. from 4.45)
Life of Mary Sothern, WLW Dorothy Page, songs, WJZ WBZ WHAM KDKA
Stocks, WPG The Public Speaks, WOR, 30 m.
Organ, WMCA

4.45 P.M. EDT; 3.45 EST; 2.45 CT

Adventures of Mystery Island, WEAF Dan McDonnell, basso, WEEI Stocks, WGY John Randolph, baritone, WCAU Steel Pier Gang, WPG Carrie's Club, WMCA Marion Smith, WNBX

5 P.M. EDT; 4 EST; 3 CT

Meredith Wilson's Orchestra, WEAF WEEI WSM, 30 m. (WGY at 5.15)
Lang Sisters, WGY The Monitor Views the News, WBZ Ponce Sisters, WLW Merry Melodies, WABC WHAS WPG Stage Relief Fund Talk, WOR Sally's Party, WMCA, 30 m.
N. H. Folk Tales, WNBX

5.15 P.M. EDT; 4.15 EST; 3.15 CT

Duke Dewey's Hickory Nuts, WBZ Kiddies' Klub, KDKA Devotions, WHAS Piano, WOR Royal Poet, WNBX

5.30 P.M. EDT; 4.30 EST; 3.30 CT

Jackie Heller, tenor, WJZ WBZ WHAM WLW Jack Armstrong, All-American Boy, WABC Christine Ridge, WHAS Motor Tips, WOR Heat Waves, trio, WMCA Ludlow Program, WNBX, 30 m.

5.45 P.M. EDT; 4.45 EST; 3.45 CT

Wilberforce Male Quartet, The Oleanders, WEAF WEEI WSM John Fink, pianist, WGY Little Orphan Annie, WJZ WBZ KDKA WFLA

6 P.M. EDT; 5 EST; 4 CT

Tom Coakley's Orchestra, WEAF WLW WSM, 30 m.
The Evening Tattler, WEEI, 30 m.
Evening Brevities, WGY U. S. Navy Band, WJZ WHAM WBAL, 30 m.

6.15 P.M. EDT; 5.15 EST; 4.15 CT

Royals, WNBX, 30 m.
Roger Sweet, tenor, WGY Piano Pals, WGY Bill Williams, WBZ Baseball, KDKA Bobby Benson and Sunny Jim, WABC WCAU Organ, WHAS, 30 m.
Twilight Melodies, WMCA

6.30 P.M. EDT; 5.30 EST; 4.30 CT

Press-Radio news, Martha Mears, 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 Morgan Martin, baritone, WMCA Organ Reveries, WNBX, 30 m.

6.45 P.M. EDT; 5.45 EST; 4.45 CT

John B. Kennedy, WEAF WGY Sailor Riley, WEEI Lowell Thomas, news, WJZ WBZ WHAM KDKA WLW Little Orphan Annie, WSM Radio Special, WFLA Charles Barnett's Orchestra, WABC Charles Barnett's Orchestra, WABC Sanders Sisters, WHAS Hawaiian Ensemble, WMCA Little Orphan Annie, WGN

7 P.M. EDT; 6 EST; 5 CT

Baseball Resume, WEAP Three Shades of Blue, WGY Freddie Martin's Orchestra, WJZ WBAL, 30 m.
Dan and Sylvia, KDKA Leon Belasco's Orchestra, WABC WCAU Headline Highlights, WGY Hawaiians, WLW Ford Frick, sports, WOR Ben Potter, sketch, WGN Gene Gravell's music, WMCA Sports, WNBX

7.15 P.M. EDT; 6.15 EST; 5.15 CT

Gene and Glenn, WEAF WEEI WGY ERA Choristers, WJBZ, 30 m.<br

"Manhattan Merry-Go-Round" Whirls Merrily Into Popularity

Tamara and Quartet Are the Features

One Sunday afternoon nearly two years ago, listeners of the country, idly running their eyes over radio program listings, noticed a new musical feature was to make its bow.

It was called "Manhattan Merry-Go-Round." The title seemed to catch their fancy and their dials were shifted accordingly.

After a few minutes of listening, they decided that here was something that would serve as an antidote for the "depression blues."

For what they heard was a fast, snappy, sophisticated 30 minutes of music and melody, picked fresh from the tune "plants" of Broadway and Hollywood.

There was an orchestra that knew its up-to-the-minute rhythm, soloists who could interpret the hit numbers of the moment, and a program arrangement that seemed to include something for everyone.

Bright Spot

Thus it was that "Manhattan Merry-Go-Round" became one of the Sunday "bright spot" favorites of the tuners-in.

Today the original formula for the program continues and its popularity justifies that policy.

There have been some changes in personnel but several of those heard on the first broadcast still are a part of the "Go-Round" cast.

On that first program were JEAN SARGENT, the Philadelphia society girl, who became one of Broadway's popular "torch" singers; "SCRAPPY" LAMBERT and FRANK LUTHER, well known radio vocalists; DAVID PERCY, baritone from the "Follies," and the orchestra of the late GENE RODEMICH.

Occasional Guests

From time to time guest stars were introduced. JAMES "Schnozzle" DURANTE nosed his way into the 30 minutes of activity; GALLAGHER and SHEAN, Jr., second generation of a celebrated vaudeville act, and others appeared.

Since then, there have been some changes. GENE RODEMICH died; Miss SARGENT left the cast, and "Scrappy" LAMBERT sought new fields.

Shortly before this time a vivacious young Russian girl was making herself known in the canyon that is Broadway. She had appeared on the stage and had sung in several musical successes. Her name is TAMARA. And it was she who was engaged to replace Miss SARGENT.

In Red Russia

TAMARA is a real Russian. She was born in Odessa some 25 years ago and lived in Russia during the red days of the revolution.

One day terrorists came to the village where she and her family had fled. The people scurried to hiding. TAMARA's grandmother grabbed her and her baby brother and ran to a straw stack.

Early in the morning, they heard the drunken voices of the invaders. "Set fire to the stack," ordered one.

The hidden ones smelled smoke as the men rode on.

Quickly they left their hiding

A "Heavyweight" Leader



JACQUES RENARD, portly conductor of the "Merry-Go-Round" Orchestra who for a number of years led an orchestra in Boston.

place only to find that the straw had not ignited. It had been too damp.

The family was united and decided to seek better days in the promised land of America. With hundreds of other immigrants they landed on Ellis Island. The children were enrolled in a public school.

Movies Inspire

American movies fired TAMARA with ambition to go on the stage. After she had left school she applied for a place in the chorus of a musical show. She was hired but before the first night she was fired and immediately rehired.

The producer had heard her sing. "You don't belong in the chorus," he told her. Her rise in the theatrical world followed.

She was heard in important roles in "Crazy Quilt," "Free For All," "The New Yorkers," "Roberta" and other hit shows. Thence to radio and "Manhattan-Merry-

Go-Round."

JACQUES RENARD and his orchestra stepped into the program following the death of RODEMICH.

A Heavyweight

RENARD is a heavyweight among musical conductors. In fact he tips the scales at 275 pounds. He, too, is a native of Russia, having been born at Kiev. As a boy, living in Boston with his parents, he took up the violin and later made a tour of South America.

Subsequently he took up the baton of a Boston dance orchestra, and his success in this field was almost immediate. New York beckoned and he heard the call. Within a short time he was in radio.

The Men About Town were not on the original programs although one of their number, FRANK LUTHER, was. This organization of singers has become one of the most popular air features.

The members of the ensemble are JACK PARKER, first tenor; LUTHER, second tenor; PHIL DUEY, baritone, and WILL DONALDSON, arranger and accompanist. Each member is a solo artist in his own right.

Most Versatile

LUTHER is most versatile. He plays the piano, guitar and wields a wicked Jew's harp. In addition to his singing he is a dancer well above the average.

He was born on a Kansas ranch and was ordained a minister.

Singing weaned him to the stage and he appeared in "The Student Prince" and "The Vagabond King."

PARKER is a native of Englewood, N. J., and is a graduate of the choir of the famous Grace Church at Broadway and Ninth street, New York.

He has sung in GILBERT and SULLIVAN operas and as tenor lead in "Buddies," "Blossom Time," "Rose Marie" and the "Follies."

In 1926 he was chosen all-

American radio tenor by the New York Evening Telegram.

DUEY is the youngest member of the ensemble. He is a native of Macy, Indiana, and was graduated from Indiana University. His first professional engagement was in "Good News" and in tours with the Indiana Glee Club. Outside of the studio he is interested in the ancient and honorable game of golf.

One other change is noted in Manhattan-Merry-Go-Round. Originally it was heard Sunday afternoon. Now it is broadcast every Sunday night at 9 o'clock, New York City Time, over an NBC-WEAF network.

KDKA, Pioneer Station, Enlarges

KDKA, the oldest broadcasting station in the United States, is to have new quarters. O. B. HANSON, technical director of the NBC, and W. S. CLARK, NBC architect, who built the NBC studios and equipment in Radio City, New York, will be in charge of making the new Pittsburgh plant.

The construction of the KDKA studios will be on the same plan with those of WEAF in New York. All departments will be air-conditioned.

The first studio of KDKA was on the 9th floor of the "K" building in Pittsburgh. Some time later a studio was opened in State Hall, University of Pittsburgh, from which farm programs and lectures were broadcast.

At one time the studio was the bridal suite of the Fort Pitt Hotel. The control apparatus rested on boards covering the bathtub.

Out of Russia



TAMARA, lady of Russia who now sings on the "Manhattan Merry-Go-Round" programs.

Col. Frank Knox Speaks On Radio

Colonel FRANK KNOX, publisher of the Chicago Daily News, will address a radio audience on the subject of "Business — Free or in Chains?" on Monday, August 20.

The speech will be broadcast over the NBC-WJZ network at 7:30 P. M.

His talk is one of a series dealing with various aspects of current governmental problems.

Short Wave Directory

Station Metres	Location	Time (E.D.T.)
GSH 13.97	Daventry, England	7-9.30 A. M.
FYA 19.68	Pontoise, France	8.30 A. M. to Noon
DJB 19.73	Zeesen, Germany	9 A. M. to Noon
GSF 19.82	Daventry, England	9.45 A. M. to Noon; 2 to 6 P. M.
HVJ 19.84	Vatican City, Rome	6-6.15 A. M. (Sat. 11)
RNE 25.00	Moscow, U. S. S. R.	7-8, 11-12 A. M. (Sun.)
FYA 25.20	Pontoise, France	12.15 to 7 P. M.
GSE 25.28	Daventry, England	10 A. M.-1.45 P. M.
2RO 25.40	Rome, Italy	2.15-7 P. M.
DJD 25.51	Zeesen, Germany	6 to 11.30 P. M.
GSD 25.53	Daventry, England	7 to 9 P. M.
FYA 25.63	Pontoise, France	7.15 to 10 P. M.; 11 P. M. to 1 A. M.
EAQ 30.40	Madrid, Spain	6.15-8 P. M. (Sat. 1-3)
CT1AA 31.25	Lisbon, Portugal	4.30-7 P. M. Tues., Fri.
HBL 31.27	Geneva, Switzerland	6.30-7.15 P. M., Sat.
VK2ME 31.29	Sydney, Australia	1-11 A. M., Sun.
VK3LR 31.30	Melbourne, Australia	4 to 9 A. M.
DJA 31.38	Zeesen, Germany	6-8.30 P. M.
VK3ME 31.55	Melbourne, Australia	6 to 7.30 A. M., Wed.; 6 to 8 A. M., Sat.
GSB 31.55	Daventry, England	2-6.30 P. M.
CNR 37.33	Rabat, Morocco	3.30-6 P. M., Sun.
HBP 38.47	Geneva, Switzerland	6.50 to 7.15 P. M., Sat.
HJ3ABD 40.55	Bogota, Colombia	8.30 P. M. to Midnight
HC2RL 45.00	Guayaquil, Ecuador	6.45 to 9 P. M., Sun.; 10.15 P. M. to 12.45 A. M., Tues.
PRADO 45.31	Riobamba, Ecuador	10 P. M. to 12.40 A. M. Thurs.
REN 45.38	Moscow, U. S. S. R.	2-7 P. M.
HU1ABB 46.51	Barranquilla, Colombia	8-11 P. M.
YV3RC 48.78	Caracas, Venezuela	5.30 to 10.30 P. M.
	Army Aircraft	Daily
PK1WK 49.02	Bandoeng, Java	6-7.30 A. M.
YV2RC 49.08	Caracas, Venezuela	6.15 to 11 P. M.
YV5RMO 49.39	Maracaibo, Venezuela	7.30-11 P. M.
CP5 49.34	La Paz, Bolivia	7.30 to 11 P. M.
HIX 49.50	Same Domingo	9.10-11.10 Tues., Fri.
DJC 49.83	Zeesen, Germany	9.45 to 11.30 P. M.
RV59 50.00	Moscow, U. S. S. R.	3-7 P. M.
HJ4ABA 51.49	Colombia, S. A.	2-3 P. M.
HCJB 73.00	Quito, Ecuador	8.30-10.45 P. M.
67.87 to 73.17	All Ships	Heard irregularly
RV15 70.65	Khabarovsk, U. S. S. R.	2-10 A. M.
KFZ 45.34, 31.57, 25.36, 23.19, 52, 17, 14 and 35	Byrd Expedition at Little America	

NOTE: All times given are week-day schedules, unless indicated otherwise. The stations listed are regular broadcasters at the times indicated. Other stations which you may hear or which are used for international telephone have been purposely omitted.

Friday, August 17 - Jessica Dragonette on NBC-WEAF at 8 P.M.

Highlights

P.M.

3.00—Conrad Thibault, Mary Lou, NBC-WEAF
 8.00—Jessica Dragonette, NBC-WEAF
 9.00—Leah Ray, NBC-WJZ
 Phil Baker, NBC-WJZ
 10.00—"First Nighter," NBC-WEAF
 "Spotlight Revue," CBS-WABC
 10.30—Jack Benny, NBC-WEAF
 Chicago Symphony Orchestra, NBC-WJZ

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

6.45 A.M. EDT; 5.45 EST;
 4.45 CT

Tower Health Exercises, WEAF WEEI WGY, 1 h., 15 m.

7 A.M. EDT; 6 EST; 5 CT

Musical Clock, WBZ KDKA, 1 h.

7.30 A.M. EDT; 6.30 EST;
 5.30 CT

Yoichi Hiraoka, xylophonist, WJZ McCormick Fiddlers, WLW

Organ Reveille, WABC, 30 m.

7.45 A.M. EDT; 6.45 EST;
 5.45 CT

Pollock and Lawhurust, WEAF Train Catcher, WEEI

Musical Clock, WGY

Jolly Bill and Jane, WJZ

Resume and Salon Musicale, WABC, 45 m.

Good Morning, WGN, 1 h., 45 m.

8 A.M. EDT; 7 EST; 6 CT

Organ, WEAF, 30 m.

Devotions, WJZ KDKA

8.15 A.M. EDT; 7.15 EST;
 6.15 CT

Landt Trio and White, WJZ WBZ KDKA

News, WNBX

Lew White at Dual organ, WJZ KDKA, 30 m., WBZ, 15 m. (WHAM from 8.45)

8.30 A.M. EDT; 7.30 EST;
 6.30 CT

Cheorio, WEAF WEEI WGY WLW, 30 m.

Organ, WPG WSM

Lew White at Dual organ, WJZ KDKA, 30 m., WBZ, 15 m. (WHAM from 8.45)

Musical Clock, WFLA

Sunny Melodies, WABC, 45 m.

8.45 A.M. EDT; 7.45 EST;
 6.45 CT

Delmore Brothers, WSM Exercises, WFLA

9 A.M. EDT; 8 EST; 7 CT

Sam Herman, xylophonist, WEAF Hal Levey's Orchestra, WGY

Breakfast Club, WJZ WBZ WBAL WHAM 1 h. (WFLA, 45 m.) (WSM from 9.15) (KDKA, 30 m.)

Salt and Peanuts, WLW

Devotion, WSM

The Song Reporter, Dick Newton, WABC WCAU

Devotions, WHAS, 30 m.

Early Birds, WNBX, 1 h.

9.15 A.M. EDT; 8.15 EST;
 7.15 CT

Don Hall Trio, WEAF WEEI WGY WLW

Metropolitan Parade, WABC, 30 m. (WPG from 9.30) (WHAS WCAU from 9.45)

News, WNBX, 45 m.

9.30 A.M. EDT; 8.30 EST;
 7.30 CT

Morning Glories, WEAF WEEI

Billy Rose, tenor, WGY

Hymns, WLW

Wildcats, WHAS

9.45 A.M. EDT; 8.45 EST;
 7.45 CT

Oswaldo Mazzucchi, cellist, WEAF WEEI WLW

Skip, Step and Happiana, WGY

Work-a-Day Thoughts, KDKA

Keep Fit Club, WGN

Bob Atcher, WHAS

10 A.M. EDT; 9 EST; 8 CT

Breen and de Rose, WEAF WEEI WLW

The Southerners, WGY

The Three C's, trio, WJZ WBZ KDKA WSM WFLA

Emily Post, speaker, Sydney Nesbit, baritone, Muriel Pollack, WOR, 30 m.

Rondells, WGN

Madison Singers, WABC WCAU WHAS

Home Hour (news at 10.30) WPG, 1 h.

On the Air, WNBX

10.15 A.M. EDT; 9.15 EST;
 8.15 CT

Hazel Arth, contralto, WJZ WHAM

Sammy Fuller, KDKA

Birthday Club, WFLA

Bill and Ginger, WABC WCAU

10.30 A.M. EDT; 9.30 EST;
 8.30 CT

News and Joe White, tenor, WEAF WSM

Organ, WEEI

Today's Children, sketch, WJZ WBZ WBAL KDKA WFLA

Jack Berch, WLW

Markets, weather, WGN

News and Carolyn Gray, pianist, WABC WCAU WHAS

Morning Concert, WNBX

10.45 A.M. EDT; 9.45 EST;
 8.45 CT

Betty Crocker, cooking talk, WEAF WEEI WGY WLW WFLA

News, Cooking School, WJZ KDKA WSM

News, time, weather, WBZ

Sanders Sisters, WHAS

Lovely Ladies, WGN

Story, WNBX

11 A.M. EDT; 10 EST; 9 CT

Morning Parade, WEAF WEEI WLW, 1 h.

Shut-in Hour, U. S. Marine Band, WJZ WBZ KDKA WSM, 1 h.

Elliott Brock, violinist, WJZ

Movie Personalities, WGN

Cooking Close Ups, WABC WCAU

Studio Program, WHAS

Organ, WPG, 30 m.

Household Chat, WNBX

11.15 A.M. EDT; 10.15 EST;
 9.15 CT

News, WLW Morning Topics, WFLA Rambles in Rhythm, WABC WCAU WHAS Your Friendly Neighbor, WGN Town Crier, WNBX

11.30 A.M. EDT; 10.30 EST;
 9.30 CT

Ponce Sisters, WLW Tony Wons, WABC WHAS Wandering Poet, WPG, 30 m. Hope Vernon, songs, WMCA Color in the Home, WNBX

11.45 A.M. EDT; 10.45 EST;
 9.45 CT

The Captivators, WABC Martha and Hal, WGY Painted Dreams, WGN, WLW Ben Alley, music, WABC Foster Brooks, WHAS Poem, WNBX

12 N. EDT; 11 A.M. EST; 10 CT

Edward Wolter, baritone, WJZ WHAM KDKA Monitor Views the News, WBZ Dan and Sylvia, KDKA Morning Highlights, WLW Betty Barthell, WABC WCAU WHAS Home Sweet Home, WPG Rod Arkell, WOR Nicholas Garagusi, violinist, WMCA Tom, Dick and Harry, WGN Victor Herbert Melodies, WNBX

12.15 P.M. EDT; 11.15 A.M. EST;
 10.15 CT

Honeyboy and Sassafras, WEAF WEEI Martha and Hal, WGY Fields and Hall, WJZ KDKA WSM WFLA Time, weather, temperature, WFLA Babs and Don, WLW Variety, WOR Among Our Souvenirs, WABC WCAU WHAS WPG Piano, WMCA Mark Love, basso, WGN

12.30 P.M. EDT; 11.30 EST;
 10.30 CT

Merry Madcaps, WEAF WLW, 30 m. Stocks, Markets, WEEI The Lady Fingers, WGY Vic and Sade, WJZ WBZ WHAM KDKA WSM WFLA Al Kavelin's Orchestra, WABC WHAS WCAU, 30 m.; WPG from 12.45 Stocks, WMCA, 30 m. Bud Fisher's Orchestra, WOR, 30 m. Markets, organ, talk, WGN, 30 m.

12.45 A.M. EDT; 11.45 EST;
 10.45 CT

Cabot and Castillo, WEEI, 30 m. Radio Gang, WGY Words and Music, WJZ WBZ WHAM, 30 m. William Penn music, KDKA Organ, WMCA, 30 m. Carolyn McIlvaine, WGN

1 P.M. EDT; 12 N. EST;
 11 A.M. CT

Markets, weather, WEAF Bradley Kincaid, WGY Weather and N. E. Agricultural Report, WBRZ Markets, KDKA Velazco's Orchestra, WABC WCAU WHAS, 30 m.

Hotel Morton music, WPG, 45 m. Songs, WMCA Bob Albright, WGN Roger Van Duzer's music, WOR, 30 m. Studio Orchestra, WNBX, 30 m.

1.15 P.M. EDT; 12.15 EST;
 11.15 A.M. CT

Jan Brunesco's music, WEAF WEEI Radio Gang, WGY Honorable Archie and Frank, WJZ WBZ Markets, WLW Mirror Reflections, WMCA

1.30 P.M. EDT; 12.30 EST;
 11.30 CT

Enri Madriguera's Music, WEAF, 30 m. N. E. Kitchen, WEEI Farm Program, WGY National Farm and Home Hour, WJZ WBZ WHAM KDKA WLW WSM WFLA, 1 h. Buddy Fisher's Orchestra, WABC WCAU WHAS, 30 m.

Instrumental Trio, WMCA, 30 m. Markets, music, WGN, 30 m. Theatre Club, WOR Musical Half Hour, WNBX

2 P.M. EDT; 1 EST; 12 N. CT

Airbreaks, variety hour, WEAF WEEI, 30 m. Antoinette Halstead, WGY The Eton Boys, WABC WCAU Weather, stocks, WHAS Dr. Arthur Frank Payne, WOR Music Column, WMCA

2.15 P.M. EDT; 1.15 EST;
 12.15 CT

Household Chat, WGY Romance of Helen Trent, WABC WCAU Wildcats, WHAS Dorothy Hayes, WOR Sports spotlight, WMCA

2.30 P.M. EDT; 1.30 EST;
 12.30 CT

The Sizzlers, WEAF Albany on Parade, WGY Home Sweet Home, WJZ WHAM WLW Home Forum Cooking School, WBZ, 30 m. Home Forum, KDKA Markets, WSM

2.45 P.M. EDT; 1.45 EST;
 12.45 CT

Ma Perkins, WEAF WGY WLW WSM Alden Edkins, bass-baritone, WJZ WHAM WFLA "The Homemaker," WOR, 30 m. Century of Progress music, WGN Tex and Eddie, songs, WMCA

3 P.M. EDT; 2 EST; 1 CT

Maria's Matinee, Lanny Ross, Mary Lou, Conrad Thibault, WEAF WEEI WGY Gale Page, songs, WJZ WBZ WHAM KDKA WSM WFLA Four Showmen, WABC WCAU WPG University of Kentucky, WHAS, 30 m. Show Boat Boys, WOR Tenor, organ, WMCA Jongleurs, WGN

3.15 P.M. EDT; 2.15 EST; 1.15 CT

Visits to Foreign Villages at Century of Progress, WJZ KDKA WHAM WFLA String Music, WSM Books and Authors, WBLZ Hurdy Gurdy Man, WABC WCAU Henry and Edward Peterson, WOR Pianologue, WMCA Century of Progress Orchestra, WGN

Rhapsodist



Edith Murray, CBS "blues singer," is heard in a number of recitals weekly.

6.15 P.M. EDT; 5.15 EST; 4.15 CT

Landt Trio and White, WEAF Joe and Eddie, WGY Bill Williams, WBZ Baseball, KDKA Bobby Benson and Sunny Jim, WABC WCAU Organ, WHAS, 30 m. Vibro-guitar, organ, WMCA Bob Pacelli's music, WGN, 30 m. 6.30 P.M. EDT; 5.30 EST; 4.30 CT

News and Horatio Zito's Orchestra, WEAF, 30 m. Scores, current events, WEEI News and Francis Mack's Orchestra, WGY, 30 m.

Dorothy Page, songs, WJZ Temperature, weather, WBZ Comedy Stars, KDKA Jack Armstrong, WLW Nap and Dee, WSM News and Blue Ridge Mountaineers, WABC Jim Burgess, WCAU Boys' Club, WOR Rod and Gun Club, WMCA John Angell, WNBX, 30 m.

6.45 P.M. EDT; 5.45 EST; 4.45 CT

Reflections

By Diana Herbert

The MICROPHONE'S Fashion Observer

BLUE is the fashionable color. Word comes from Paris that it looms large in smart resort wardrobes and elegantes on this side of the water are not to be outdone by their Continental sisters.

GLADYS SWARTHOUT wears pale blue satin cut on shirt-waist and skirt lines. A slender column-like skirt, a wide belt to dissimulate the tuck-in blouse, which is collarless, but hugs the base of the throat, and a stiff little bolero jacket with dark blue coq feathers applied to the shoulders in important epaulettes. It is a costume of great distinction and its severity only enhances her well-known beauty of face and figure.

PASTEL, periwinkle, hyacinth, lavender, corn flower, cobalt—are just a few of the blues from which you may choose. You will notice that they verge more on the lavender tones than on the green ones. They are equally lovely alone, or in combination, or (especially for resort wear) in conjunction with white.

JERSEY woven in diagonal stripes with an artificial silk thread is very chic in blue and white. It makes smart blouses and informal two-piece outfits; a little jacket to wear over your tennis dress as a change from a cardigan, and even a beach dress. The beach dress, by the way, should have a matching jacket to hide its immodesty and convert it into an appropriate outfit for going to and from the beach and stopping on the way for errands or a cup of tea.

BLUE AND WHITE polka dots on a silk, flannel or linen ground lend themselves to a variety of models for town or country. They are especially successful for shirt-waist frocks.

A MOSSY LINEN, faintly ribbed, is lovely in pale blue worn with a darker blue belt and a white jacket of the same material trimmed with the darker shade. This fashion of a jacket designed to complement the dress has found favor with the big couturiers and their clients. The dress is nearly always decollete and appropriately comfortable for beach or tennis court when worn by itself. However, with the addition of its own jacket or blouse it becomes the kind of simple, wearable costume that is suitable for innumerable occasions.

This and That

(Continued from Page 1)

just that. So it is with KOSTELANETZ's ensemble.

What I, for one, would like to see happen would be to have Columbia appoint as general music director a musician of such wide experience and good sense as, say, ARTHUR FIEDLER.

FIEDLER knows music, all sides of it, and he knows the public. He is young, sensible and alert. He has played violin and viola in the Boston Symphony for 20 years; he has a small orchestra of his own which plays unusually interesting programs; he directs several choruses; he has done a considerable amount of radio work, and as conductor of the Pop and Esplanade Concerts he has won extraordinary popularity.

Should Columbia put such a musician in charge of its music, it would have within a short time an orchestra of which it would be proud and which would equal the NBC organization.

Comedienne



PORTLAND HOFFA, otherwise known as Mrs. FRED ALLEN, aids and abets her husband on his NBC-WEAF "Hour of Smiles" program, broadcast Wednesdays at 9 P. M.

Radio Clash Is Foreseen In October

(Continued from Page 1)

communications bill.

WAGNER and HATFIELD's appeals for a mandatory provision allotting 25 per cent of broadcasting time to the non-profit organizations failed.

Senator DILL suggested theirs was a far-reaching proposal which called for detailed study and investigation.

A compromise directing the Commission to make the inquiry resulted. But the Commission's findings will not be final. They will provoke another battle in Congress regardless of their nature.

One suggestion advanced is that a given proportion of the broadcasting channels be reserved for non-profit organizations, leaving the commercial companies free to use their facilities as they desire.

King Stars In Radio Series

DENNIS KING, hero of many romantic dramas and musical plays, will begin a series of weekly dramatic and musical broadcasts over the NBC-WJZ network on Wednesday, August 22, at 10 P. M.

KING, who last appeared on the stage in "RICHARD of Bordeaux," will sing several baritone solos and star in an original or in a radio version of some familiar play during each broadcast.

TVA Program Discussed

How the Tennessee Valley program has brought cheap power to home owners and industries in the South will be discussed by DAVID E. LILIENTHAL, director of the TVA, over an NBC-WEAF chain on Wednesday, August 15, at 11:30 P. M.

Q. and also A.

Q. Is ANNETTE HANSHAW married?

E. G. S., Columbus, Ohio.

A. No. She will not even broach the subject while she is putting her brother through school.

Q. What is the name of that orchestra leader who used to broadcast so many times during the day? Where is he now?

O. W., St. Stephen, N. B.

A. You evidently are referring to GEORGE HALL. Mr. HALL is now barnstorming in the mid-West.

Q. Will ALBERT SPALDING be back on the air this Fall?

F. F. T., Providence, R. I.

A. As far as we know SPALDING has not signed for another year with his present sponsors.

Rogers, Lang On New Sunday Show

JEANNIE LANG, vocalist, and BUDDY ROGERS, movie star and orchestra leader, are the stars of a new weekly Sunday program, to be broadcast over the CBS-WABC network, beginning August 12, 9 P. M.

Other entertainers on the program are the Three Rascals and the Green Stripe Orchestra.

Ritzy Understudy



ON A RECENT Monday evening, EDWIN C. HILL's car was driven up to the CBS studios in New York. The door was opened by a little urchin who bowed and held out his hand suggestively. "Ah," cried Hill, who got out, "Just like the Ritz" The boy laughed. "No, mister. I'm understudying the doorman at the Waldorf."

Nimblewits

By Everett Smith

"Wit Teasers" on Sunday at 11:30 A.M. from WBZ

NO. 1. (No time limit) And why not?
ABCDEBFG HIJKDFC LMN OCPHGBQCLHRDCF BA GRD
IMSGDN FGLGDF LMN OLMLNL TSKK EDDG SM UBFBM BM
KLUBC NLP. TRP MBG VBSM GRDE?

No. 2. (3 minutes—more or less) And IT CAN BE DONE, SO DON'T GIVE UP! Try adding up five odd figures so they will total 32.

No. 3. (1 minute) Quickly now! What well-known radio artists are represented by the following words, or combination of words:

D e p r e s s i o n
Bread maker.
between hills.
To gain a
victory.
O ne who
confines to pens.

No. 4. (2 minutes) Try juggling the letters in each of the following words to make another word: GRIN STEER BORED SCOPES.

No. 5. (2 minutes) A has as many dollar bills as B has quarters. If A gives B \$6.00, B will have as many dollars as A has quarters. How much money has each?

Answers to Last Week's Nimblewits

No. 1. Now is the time for all good puzzlers to plan on attending the Labor Day Conventions.

No. 2. Weird, Wired, Wider.

No. 3. Fore, Ford, Food, Rood, Road, Read, Rear.

No. 4. Statute, Statue, State, State, Sat, At, A.

No. 5. Scotty, Spaniel, Spitz, Chow, Poddle, Terrier, Bull, Shepherd, Great Dane, Newfoundland, Airedale, etc.

Program For New Talent

Talent that hitherto has not been widely known will be given a chance on a new program, called "Stardom Express," arranged by ARTHUR F. EDES, program director for Station WEEI.

The first program in the new series will be broadcast over Station WEEI on Monday, August 13, from 3:30 to 4 P. M.

At the end of the first six weeks Mr. EDES hopes to present the best artists of the programs on an evening spot.

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Without A Moon

FOR EIGHT MONTHS I was radio's prodigal daughter, off on the road with my show "The Swanee Revue," playing four shows a day before the footlights. A more strenuous routine than I had ever known before the microphone—so strenuous that I lost 25 of my famous pounds.

I brought the Moon over the Mountain in places where there weren't any mountains, like Dallas, Texas, or Tucson, Arizona. Finally, I found a marvelous mountain in Seattle, Washington, where the "Swanee Revue" closed.

When I considered how lovely the moon looked coming over Mt. Ranier, I decided impulsively to leave it there. So I returned to New York, and to another series of CBS broadcasts, without it. No longer do I meddle with astronomy.

I must admit that on the night of my return program I was more than a little homesick for my old theme song. Not that I don't love the new one, "Time to Dream."

Tony Gale, who wrote "Time to Dream," is a newcomer to my broadcasts. He writes all the orchestral arrangements, and also plays the piano with my accompanying band.

Nat Brandywine, another new face, is the other half of the piano team. Both of the boys were with the "Swanee Revue" band and went on the road with me.

Jack Miller, who was my piano accompanist in the old days, now conducts the orchestra for my broadcasts as he did on the road. Ted Collins continues to announce the programs. On the road, his role as manager kept him backstage.

We are producing the new programs with "vim, vigor and vitality," anxious to prove to our loyal fans that our eight months absence from the air, far from making us rusty, actually has taught us a lot of things.

I'd like to take you behind the scenes of a door marked "Kated Corporation," the office which Ted Collins, manager and president, and myself as vice president, maintain, on Broadway, New York.

In one room, two secretaries keep count of the pulse of the public. They keep a record of request numbers, etc. In another room, Tony Gale reads all the new tunes from

By Kate Smith



KATE SMITH, deep-voiced singer, is heard Mondays at 8 P. M. over the CBS-WABC network.

Tin Pan Alley, and consults with Ted Collins and Jack Miller on the orchestral arrangements. In another room, I rehearse my songs with Nat Brandywine. Every one of us works eagerly to make each program a "wow."

When finally I go on the air—as the little red second hand of the studio clock reaches 8 P. M. "on the nose"—I feel a real new "pull" toward the audience I can't see.

Maybe it's because I've been all over the country, and I know what the people are like.

When I came to radio three years ago, the only way I became acquainted with the folks on the other end of the mike was through fan mail. Now I've faced them over the footlights, and I know what songs got the most applause.

That gives me a new insight into the kind of program which pleases.

I was asked time and time again during my absence why I left radio. As usual, it was Ted Collins' decision. My career is in his hands completely. Everything he has suggested always has turned out for the best.

Ted had been receiving for some time during my first two and a half years on the air offers from theatre managers for personal appearance engagements. The offers were too big to be overlooked.

Besides, Ted felt the experience would give me a new perspective and I'd return with a fresh outlook on the presentation of radio programs.

So off we went, after organizing quite a road show unit. It took three private cars to transport us from coast to coast.

The show was complete with Jack Miller and a 17-piece orchestra, Steve Evans, an impersonator, Don Cummings, a rope-throwing comedian, and the Reillys, soft shoe and novelty tap dancers.

Besides the actual performers, we carried a sound technician, Bill Young; stage manager, Harvey Porter; secretary, Kane Tompkins, and maid, Maria Skrob. We also carried our own stage set, with a prop moon to rise over a prop mountain.

We certainly saw America first, and I hope the benefits show in my broadcasts.



MICROPHONE



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Programs For Week Ending August 17

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GERONYAN

Louise King, CBS Artist

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