RADIO'S VALENTINO
RUSS COLUMBO NOW FIRST IN HEARTS OF WOMEN FANS

A success story from the pen of an Horatio Alger or a fanciful tale from the brilliant mind of a Hans Christian Andersen could well use as the hero the glamorous figure of Russ Columbo, the youth whose melodious baritone voice has catapulted him to the very top of the radio heap.

* An eager brown-eyed lad of twenty-three, Columbo rides in the circle of success with the sheer joy and bewilderment of an archin who has snatched the elusive brass ring on a merry-go-round ride.

But lo! The brass ring is not of brass. It is solid gold, encrusted with priceless diamonds. Russ Columbo, three short months ago an obscure singer and musician on the west coast, is today traveling up a path at whose end is the end of the Rainbow.

The reason? Genius and a splendid voice are undoubtedly his; a handsome physique and a winning personality are also undeniably his; and coupled with all this he has a native shrewd intelligence and real ambition.

But all this, strange as it may seem, was not nearly enough to bring him to the top. Something more was needed, something most important. Good management! This meant the right presentation, the right approach to the right people, and ballyhoo! That latter, proper ballyhoo, is so very, very important. And Con Conrad, the famous song writer, was the answer to that problem.

But now we're a bit ahead of our story. Let us travel down the "memory lane" of Russ's start and growth and get really acquainted with him.

Russ was the twelfth son of a twelfth son. He maintains he is free of superstition, but we know he wouldn't trade that twelfth-son-of-a-twelthson birthright for all the glory in the world.

The name he was given sounds like a beautiful sequence of musical notes Ruggiero Eugenio Di Rudolpho Columbo. But he wasn't yet three years old when his playmates on the streets of San Francisco shortened that imposing symphony to plain "Russ". Inately, Columbo resents the coldness of the "Russ" diminutive and cherishes the memory of his full name as one might a lost bit of lyrical beauty.

Russ wasn't yet seven when a German violinist, John Czech, was hired to give him lessons. He proved an excellent pupil and (Turn to page 9)
THE WALLS HAVE EARS

* Mrs. R. Vallee (Fay Webb of the squawkies) and the New York weathermen are disagreeing with each other, with the Mrs. ailing more than you think… It’s a good thing there was no ink around when Erno Rapee, whose baton directs the destinies of all the NBC musical groups, and Virginia (Oliver Palmer) Rae of the Palmolive period, had that verbal discourse on how a song should be sung and played… Rapee’s remark on Virginia’s vocal versions met with the soprano’s curt remark that she had been micropinioning for Palmolive for the past four years, with no complaints at all, thank you… Now withstanding that there are some of meanties circles that Columbus will always play second fiddle to Bing Crosby, the truth of the matter is that when the CBS’s Bing and his bubbling obligations were with that Gus Arnheim crew at the Hotel Ambassador on the West Coast, who do you think was playing the violin? Me? You guessed it! NBC’s microphoning boy Russ!… Jacques Renard, B. A. Rolfe and Kate Smith, whose combined rating spread measures puh-uh-huh, sat in sections 26, 27, 28 and 29 at a recent football tilt, without moving from each other’s side. Walter Winchell, who has brought back all of the old and many brand new newscasters to the revised Lucky Strike programs, had another squabble with the ‘powers that be’ over at the Mirror, when his program sponsors refused to mention the paper’s name on the air and Mrs. Winchell’s? little boy Walter sided with them… There were lawyers to the right, and lawyers to the left but the program went on, without the paper’s plug.

* Eddie Thorgerson, whose raucoous vocal chords thundered the praise of the caggies that are ‘KIND to your throat’, has ironed things out with Majorie La Voe, a ‘Follieswell’, even though we didn’t try closely enough into the affair to inform you whether it was Carter’s or Tiffany’s that aided in the reconciliation.

The Mildred Hunts (he’s Charlie Cannexus) who have been married less than a year, are further apart than double-you-Abbe-see and kay-ef-ewe, Los Angeles… That marriage the other day of Vic Lombardo (the fourth member of that Lombardo tribe of melody makers), and Virginie Dabe, whose purse has more cash on hand than the Federal Reserve, was by no means the first hook-up of the pair, with both denying their ‘sotto voce’ sealing a week prior in Conn… Al Jolson and Will Rogers are holding out for ten grand, or, if they’ll sing Mammy and chew gum respectively before microphones; but show them a contract for twenty-six weeks at 75 hundred a week, and they’ll both jump at you—take our word for it… Society has gone cab-tree about the piano tickling of Eddie Duchin, the Central Park Casino’s orkdonductor, whose music comes to you over the Columbia air-waves, with Mrs. Rodman Wamamaking for the many society matrons who are pairing with a hundred smashers per lesson to the smiling Eddie, just to learn how it’s ‘tis done.

* Mrs. Scrapy Lambert (Edna Jackson) is busily engaged in Reno having those life-time hook-up lines severed, while Scrapy, right here in town, is waiting patiently before he announces his new ‘inspiration’, who if you care to know is the daughter of a wealthy New York florist… And as a parting shot, we throw a bouquet to Lou Sobol, the bloused pucker; Walter Winchell and Nick Kenny, who are finding out for themselves that it’s much easier to talk via their cybertype writers than through a mike, but who nevertheless are deserving of plenty of laurels for the excellence of each and every program they are presenting.

THE JEST ARTIST

By GEORGE D. LOTTMAN

* Howard Lanin reports the story of the absent-minded executive whose wife was anticipating one of those blessed events.

Late one afternoon, his ‘phone rang and an excited feminine voice announced, ‘It’s a boy, sir!'”

‘Tell him,’ came from the official, whose mind was miles away, ‘that he’ll have to see my secretary.”

In these troubled times, Sherman Keene, WOR music director, wires to say it’s wise not to ask traveling salesman about general business conditions in a city they’ve visited.

‘Simply ask if they’ve sold any goods there,’ is Sherman’s sound advice, ‘and you’ll get the answer to the first question in few less time.”

Which reminds us also that, nowadays, it’s always the employees you hear singing about the various business establishments through the land.

‘To what do you credit the small percentage of failures in business, despite depression?’ Tom Brown, famed NBC vocalist, asked his bank manager the other day.

‘The official pondered a moment, and then replied, ‘To the fact that few men ever try out the advice they offer others.”

‘And,’ he added, ‘they use good judgment, often, in new doing it.”

J. N. R., a correspondent with the heart of a Spanish Inquisitor, has a unique solution for the “battling hooters.”

‘Lock’em all up in a room,’ he writes, ‘and make ‘em take turns singing at each other.”

‘We’d prefer torture with red-hot irons,’ J. N. R.

The fellow who initiates different sounds and effects on one of the broad-casting stations was quoting a comely prima donna the other day.

‘I don’t think I ever met you,” she declared, haughtily.

‘I’m the noise man,” he explained. ‘Steamboat whistles, trains, squeal-ing pigs—I imitate them all.”

‘Then make a noise like a loop and roll home,” was her elegant squeal.

Andy Sannella writes to advise us that he just had a birthday.

‘And all I got,” added the popular radio star, ‘was a year older.”

On Florsheim Frolic

* Howard Lanin reports the story of the absent-minded station executive whose wife was anticipating one of those blessed events.

Late one afternoon, his "phone rang and an excited feminine voice announced, "It's a boy, sir!"

"Tell him," came from the official, whose mind was miles away, "that he'll have to see my secretary."

In these troubled times, Sherman Keene, WOR music director, wires to say it's wise not to ask traveling salesman about general business conditions in a city they've visited.

"Simply ask if they've sold any goods there," is Sherman's sound advice, "and you'll get the answer to the first question in few less time."

Which reminds us also that, nowadays, it's always the employees you hear singing about the various business establishments through the land.

"To what do you credit the small percentage of failures in business, despite depression?" Tom Brown, famed NBC vocalist, asked his bank manager the other day.

"The official pondered a moment, and then replied, "To the fact that few men ever try out the advice they offer others."

"And," he added, "they use good judgment, often, in not doing it."

J. N. R., a correspondent with the heart of a Spanish Inquisitor, has a unique solution for the "battling hooters."

"Lock 'em all up in a room," he writes, "and make 'em take turns singing at each other."

"We'd prefer torture with red-hot irons, J. N. R.

The fellow who initiates different sounds and effects on one of the broad-casting stations was quoting a comely prima donna the other day.

"I don't think I ever met you," she declared, haughtily.

"I'm the noise man," he explained. "Steamboat whistles, trains, squeal-ing pigs—I imitate them all."

"Then make a noise like a loop and roll home," was her elegant squeal.

Andy Sannella writes to advise us that he just had a birthday.

"And all I got," added the popular radio star, "was a year older."

Shuron Program

* Nat Brusloff, whose Shuron Mu-sical Showsomen Orchesra is heard every Sunday afternoon over the WJZ-NBC network at 4:30 P.M., has long been a favorite with sophisticated New Yorkers.

Born in Russia, Brusloff came to America when he was a year and a half old. At the age of fourteen he was one of the first violinists in the Balti-more Symphony Orchestra.
By Porthos

**REVIEWING RADIO**

### Hoover to Speak at Conference

- President Hoover will address the opening session of his Conference on Home Building and Home Ownership Wednesday, December 2, at 9 P.M., in Constitution Hall and his remarks will be broadcast to the Nation over the Columbia Broadcasting System through WABC.

The conference, operating on the same general lines as the White House Conference on Child Health and Welfare, will continue through Thursday, Friday and Saturday. Saturday morning has been designated as the time for action on recommendations. The previous hours will have been devoted to reports by twenty-five committees appointed to investigate home building and ownership in communities, townships and states, and in the fields of industry and finance.

The broadcast of Wednesday evening will be presided over by Robert P. Lamont, Secretary of Commerce.

### With Ida Bailey Allen

- Marion Newberry, protee of Madame Marcella Sembrich, is the promising young coloratura soprano who is heard during the Ida Bailey Allen programs broadcast Mondays at 10 a.m. over the WABC-CBS network.

- Pettie Dolores Gillen, one of radio's newer entertainers is often heard as a dramatic artist from the Chicago NBC studios. She appears with the Miniature Theatre of the Air program which is given from time to time over the WJZ-NBC network.

### They Make Life Worth While

- Leadership of the New York Philharmonic Symphony will again be in the hands of Arturo Toscanini on Sunday, November 29, at 3 P.M. The weekly concert of the orchestra is broadcast over the WABC-CBS network. The Italian Maestro recently returned from Europe where he conducted at the Mozart Festival in Salzburg, and the Wagner Festival in Bayreuth. The Height of Wee Willie Robin, which is exactly four feet, eleven and three-quarter inches—has no bearing on the size of his voice which is now heard each Sunday from 1:45 P.M. to 2:00 P.M., over the WABC-CBS network on the Venida Hair Net program. Gene Carroll and Glenn Rowell have made a rapid rise to success. They only recently signed a new long term contract with the Quaker Oats Company for a continuation of their daily broadcasts over the WEAF-NBC network at 8 A.M., Monday to Friday.

### Studio Pianist

- Florence Kyte, former accompanist at the Metropolitan Opera, is now the chief piano accompanist at the Columbia Broadcasting Studios. She is heard over WABC.

### Martha's First Song

- When a song publisher bought the new theme song Connie Buswell uses on her solo appearances, the last ambition of the Buswell sisters was realized, for Martha had sold a song. She wrote it, "Meet Me Tonight, Dear Old Pal of Mine." And it was a song she wrote when she was 14 years old! When the three girls first began to sing together they wanted to make a phonograph record, and they did. Then they wanted to go on the radio and they did. After they were in show business awhile they got the usual performers' desire—to play the Palace, which they did. That only left one thing to be desired—for Martha to sell a song. She wrote one theme song for Connie, but they didn't think so much of it. So she dug down in her trunk and brought out one she had written when she was fourteen.

### Keeping Up With Daughter

- Nan Dorland is another NBC actress who is becoming quite popular with listeners everywhere. She takes part in several dramatic productions including "Keeping Up With Daughter," broadcast each Wednesday at 11:00 A.M. over WEAF and the NBC network.

---

**Dolores Gillen**

**Wee Willie Robin**

**Gene Carroll**

**Glenn Rowell**

**Arturo Toscanini**

---

**Marion Newberry**

**Florence Kyte**
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 12 Noon to 2 P.M. | WBFY-Daily Millenium Program  
| 2 P.M.       | WBFY-Sunday Concert  
| 3 P.M.       | WBFY-Winchester Program  
| 4 P.M.       | WBFY-Sunday Service Program  
| 5 P.M.       | WBFY-Ministry Program  
| 6 P.M.       | WBFY-Children's Program  
| 7 P.M.       | WBFY-Sunday Service Program  
| 8 P.M.       | WBFY-Sunday Service Program  
| 9 P.M.       | WBFY-Children's Program  
| 10 P.M.      | WBFY-Children's Program  
| 11 P.M.      | WBFY-Children's Program  

**SPECIALS FOR TODAY**

1:00 P.M. - WABC - Army-Notre Dame Football Game, Ted Husing, announcer.  
1:15 P.M. - WJZ - NBC - Army-Notre Dame Football Game, Grant McNamara, announcer.  
1:30 P.M. - WFBY - NBC - Dartmouth-Stanford Football Game, William Munday, announcer.  
8:00 P.M. - WOR - NBC Symphony Orchestra.  
9:00 P.M. - WFBY - NBC - Arthur Pryor and his Goodyear Orchestra.
Wile to Broadcast
Geneva Conference

The Columbia Broadcasting System has assigned its political analyst, Frederic William Wile, of Washington, D. C., to broadcast from the General Conference on Disarmament to be held at Geneva, Switzerland, under the auspices of the League of Nations. Wile sailed for Europe on February 2, 1932.

This will be Columbia’s second coverage of an international conference through its trans-Atlantic facilities. Wile having blazed the trail when he was sent to the London Naval Conference by the Columbia system in 1930. As on that occasion, he plans to broadcast from Geneva a weekly series of talks by delegates of the leading Conference countries.

Sings on Visual Station

Finette Walker, late of the Washington, D. C., Opera Company and of the musical revue, “The New Yorkers,” is now heard and seen on the synchronized Columbia television and radio stations, W2XAB and W2XE respectively. This twenty year old soprano, sings in French, Spanish and Italian as well as in English.

THE RADIO ROVER

I wonder if radio fans realize the importance of writing to the radio stations about their favorites on the air? I can’t stress this too strongly. Many an artist whose singing has a tenderness and sweetness that is balm to thousands of lonely hearts has been kicked off the air because he or she didn’t bring in any fan mail.

I’m sure admirers of their work would have written in had they known their demonstrative letters would keep their favorites on the air. Start today by sending your pet artist or orchestra leader a warm letter of praise, addressed to the radio station where he or she is featured.

Music is so closely identified with radio that Radio Rover has been making the rounds of the music publishing firms along Tin Pan Alley, in search of hot radio news. Tin Pan Alley is that section of Broadway, New York City, devoted to the publishing of music.

It is the backbone of Broadway. Radio news breaks in these music shops before it does in the studio. Orchestra leaders and singers journey here to learn the songs which they will present on the air.

If they have just been auditioned by one of the big advertising companies for a new hour that is going on the air they break the news to the music publisher or song pluggers who is teaching them the song.

In comes Radio Rover and gets the dope from said publisher or pluggers, and it comes out in print before it is known at the radio studio that will present the program.

There has been much ado lately in the American Society of Authors and Composers regarding the old practice of cutting in radio artists and orchestra leaders in big spots on songs. One of the most prosperous of the publishers is said to have ten of the biggest artists and orchestra leaders of the radio industry on his payroll.

He slaps their names on the songs and gives them $1,000 or $1,500 in “advance royalties.” The advance is really a bribe and is never paid back to the publisher if the song falls down.

Artists and band leaders who cut in on songs are open to federal prosecution. The Society of Authors and Composers have a law forbidding cut-ins. Yet the publishers go right on doing it.

You’d be surprised to learn the names of some of the idols of the air who have made repartee as song writers on the strength of these cut-ins. Yet many of these idols couldn’t write a line of a song.

Another Irish tenor who doesn’t get a break is John L. Fogarty. The NBC has been giving John a run-around for nearly two years. He has a glorious voice but sponsors want trick voices. John has too much pride to descend to tricks.

Lester Cole, singing juvenile of “Good News,” “Strike Up the Band” and other musical comedies is an Irish tenor and he seems to be coming along. Will the curse on Irish tenors stop him?

I’ll never forget the look on Belle Baker’s face while her son Herbert was singing for Lou Sobol on WOR that Sunday night. Her face was only an inch or so from the box’s, and she was breathing the lines for him. Her eyes were aglow with pride. No wonder. He’s a grand kid.

There are big things in line for Belle Baker on the air, according to that fellow from the J. Walter Thompson agency. Her voice was so tragic when she told me that she wants to make radio her life work now that her husband has gone that my own eyes grew moist. Wonder if that makes me a sissy? Broadway, hard-boiled old Broadways, understands Belle’s grief and loves her for it.

Radio Blamed for Weather Condition

People simply must have something to blame for their weather and they continue to pick on the radio. Although broadcasting has nothing to do with excessive rainfall or drought so far as engineers and meteorologists have been able to determine, letters of complaint still reach newspapers and radio stations.

The most exhaustive research has failed to show that radio can be accused justly of influencing weather conditions. The show is on the other foot, for radio is a sufferer from the weather. Drought-stricken areas of the country have been checked as to broadcasting activity, which was found to be the same as in other sections suffering from floods at the same time. But despite the most conclusive tests, radio still remains in many minds guilty of doing things to the weather.

Perfect Radio Voice

Giovanna Siragusa, NBC mezzo-soprano, is one of the most popular youngsters on its staff of artists. She is only 19 years old, and has already won fame both as a concert pianist by winning many contests. She is heard over WJZ-NBC from the Chicago Civic Opera which is broadcast at 9 P.M. every Saturday.
PROGRAM FOR SUNDAY, NOVEMBER 29th

SPECIALS FOR TODAY

12:30 P.M. - WABC-BBS-Hugh Walpole from London—International Broadcast.

1:00 P.M. - WJZ-NBC—Honorable John N. Beck—"The People and Their Constitution".

1:15 P.M. - WJZ-NY—Symphony Concert—Walter Damrosch Conducting.

5:30 P.M. - WENF—Electric Twilight Hour—Beniamino Gigli, Tenor.

8:00 P.M. - WMAQ—Serenade—"Mozart's Symphony No. 41 in C Major".

11:00 P.M. - WJZ—2000—"The Year's Best"—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

Radio Log

LOCAL STATIONS

Station K. M. Station K. M.

WNYC 570 526 WGBS 1180 254

WMCA 575 509 WAAM 1250 240

WOR 710 422 WHAP 1300 231

WABC 750 700 WRNY 1300 233

WJZ 750 700 WPCH 810 370

WABC 880 349 WMSG 1350 222

WJZ 1020 297 WOR 1400 214

WJZ 1030 197 WRNY 1400 217

WJZ 1040 197 WFOX 1400 227

WJZ 1100 197 WKNR 1400 265

WRNY 1100 297 WGBS 1400 267

WABC 1360 255 WOR 1500 200

8 A.M. TO 10 A.M.

8:00 A.M. WABC—Majestic Hour

8:30 A.M. WABC—Tale of Two Cities

9:00 A.M. WABC—American Hebrew Forum

9:30 A.M. WABC—American Sunday School Union

10:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

10:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

11:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

11:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

12:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

12:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

1:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

1:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

2:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

2:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

3:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

3:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

4:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

4:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

5:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

5:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

6:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

6:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

7:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

7:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

8:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

8:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

9:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

9:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

10:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

10:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

11:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

11:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

12:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

12:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

1:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

1:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

2:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

2:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

3:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

3:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

4:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

4:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

5:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

5:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

6:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

6:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

7:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

7:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

8:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

8:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

9:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

9:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

10:00 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".

10:30 A.M. WABC—Radio Serenade—"Mozart's Symphony No. 41 in C Major".
**CHATTING WITH**

**LUDWIG LAURIER**

By Margaret Ann Fraser

- His first words were—"Well, and what would you like to know about me?"
- "Everything," I replied, "that other people don't know!"
- He smiled, and with that smile cleared away the slight feeling of strangeness that existed between us. For Ludwig Laurier's smile envelopes you in a warm and friendly aura. It starts in his eyes, which are a deep brown, and catches up the corners of his mouth, and, leaving a pleasant aftertaste even when his face is serious. Just like a cigarette lighter on a car. Push the cup in to make the electrical contact. Watch the coils as they slowly become red. Now, take it away. See how long there is a glow alto that connection has been broken? It is so with Ludwig Laurier's smile. It lingers in the air around you, and you never quite forget it.

He was at one time a member of the Metropolitan Opera House Orchestra, and was playing violin with Hugo Riehsfeld at the Rialto Theatre, when he was offered a place with NBC.

"Shortly afterwards they started the forgotten man, and I was given the job of conducting the orchestra. I have been doing it ever since now, and we have started on our fifth year. What are the things you think are not known?"

"Well, first—what is your birthday?"

"February twelfth."

"Seems to me that another rather famous man was born on the same day."

"You mean Lincoln. I've never let that worry me. Good examples are excellent, but we cannot all be so great."

- "He wouldn't have shown in the musical skies as you do. But why do you play so many Strauss compositions?"
- "There seems to be very little choice in waltz music outside of Strauss, and the waltzes is just right for a Sumer Hour."

Ludwig Laurier is not at all like I imagined him to be. He is of short and stockily built, very quiet in his manner. He speaks fairly slowly, in deep even tones, with an occasional roll of R's, which denotes his German birth, and which he has not been able to entirely erase although he has spent most of his life outside of his country. He has toured with the Philharmonic Orchestra thru Europe. He is not the only musical member of his family—all of them play either the violin or piano, but only for their own satisfaction. They have not made it their career as he has. Even his only daughter plays the piano only for her own amusement. He wears a gray suit and a white tie, and it sets off his nearly-white hair. He looks at you very keenly. Not critically but with an expression of tolerance and kindly feeling. He makes all the arrangements for his program, which is why it is so popular.

Sometimes, unexpectedly, we are given the treat of hearing the announcer say, 'The orchestra you have just heard has been under the direction of Ludwig Laurier over the WJZ-NBC—network at 11 P.M., each night except Sunday.'"

*(Next Week—Georgia Baekus, Columbia Broadcasting System’s Dramatic Director will be interviewed by Miss Fraser.)*

**Football Colorful Over New Mike**

- This year, for the first time, the great football games have been borne to distant fans with all the colorful sound detail of the actual contest. This has been accomplished through development by engineers of the National Broadcasting Company of the parabolic, reflector microphone. The parabolic reflector enables the engineers to focus the microphone upon any desired spot. The parabola is placed in some commanding position as near as possible to the press box, and "aimed" at the center of interest, whether it is one of the cheering sections, or the ball, or someone at the press box, and "aimed" at the center of interest, whether it is one of the cheering sections, or the ball, or someone who has been adjudged the best judges in selecting the best of the crowd. This precludes the announcements of the teams which are chosen annually by critics of the sports writing. Each poll represents the first time that a popular vote has been used in choice of the year’s outstanding team, and also the first time that radio has been used to work out the popular choice.

**Football Colorful Over New Mike**

- Hart, Schaffner and Marx All-American Team
- Radio is being employed to bring about, by popular vote, selection of an All-American football team. In their regular Thursday night broadcast, the Hart, Schaffner and Marx Trumpeters, heard at 10 p.m., from WABC, and the Columbia network, invited football fans in a large territory to choose their own All-American eleven. The ballots will be judged by Ted Husing, Sol Metzger, and Warren Brown.

December 1st, is set as the final competitive date for announcement of the sixty people in various sections of the country who have been adjudged the best judges in selecting the best of the crowd. This precludes the announcements of the teams which are chosen annually by critics of the sports writing. Each poll represents the first time that a popular vote has been used in choice of the year’s outstanding team, and also the first time that radio has been used to work out the popular choice.

**Europe and South America**

As clear and loud as LOCALS! with the new Scott

**All-Wave Superheterodyne**

You will wonder at the precision of tone and the down-right realism of Scott All-Wave radio brought to you. Orchestras come in at though they were part of the room—right there. The thrilling song of the violin, of the sultry vocal softly lifted from the bass, the crooning of a peerless voice. You can feel the color and the soul of the music through the Scott All-Wave Radio. You have a totally new experience awaiting you—when you listen to programs broadcast through the Scott All-Wave Radio.

5-YEAR UNCONDITIONAL GUARANTEE FOR PERFECT PERFORMANCE

**Prize Fan Letter**

Adele Vasa recently sang "Blanca" over the Columbia network. It was the first time that the work of the noted American composer, Charles Wakefield Cadman, had been presented on the air.

By coincidence, Cadman, at home in California 3000 miles from WABC’s studio where Miss Vasa was singing, happened to tune in on this particular program through a local Columbia station. The composer was so pleased with its inaugural radio rendition that he immediately sat down and wrote the singer a letter of thanks.

**Bridge Fan Honest**

The average American may depart a bit from fact in telling of his golf score, or of his angling exploits—but he is the essence of honesty in the matter of bridge.

Such is the conviction of Don and Betty, who have been conducting a bridge contest as part of their Friday broadcast over the WABC-CBS network, 10:45 to 11:00 A.M.

"Naturally we cannot check every score," said Betty. "We have found the scores speak for themselves. Without exception the tallies show just the sort of game you and I might play."
Currently, the document contains a page with a program schedule for Monday, November 30th. The program includes various events, performances, and schedules for different time slots across the day.
Radio's Valentino—Continued from page 1

before he reached the age of twelve he was far enough advanced to give individual recitals.

His family then moved to Los Angeles where Russ continued with his lessons and schooling. He went to High School where he joined the orchestra and glee club. The director of the glee club discovered that Russ had an unusually fine baritone voice and encouraged him to take lessons. If it wasn't for that chance bit of encouragement, Russ might today be known to radio fans as a violin soloist or he might still be playing in bands on the west coast.

Then came the reverses which really meant good fortune to young Columbo. His father, a building contractor, made several unwise investments and Russ was compelled to give up school and his music lessons. Undaunted, he organized a small orchestra and by playing at small parties and school dances managed to earn enough to be of great assistance to his family.

It wasn't long before his individual style of singing love ballads attracted attention. As a result, he received a call from Gus Arnheim of the famous Coconut Grove, in Los Angeles. He didn't click with Arnheim, however, and found himself very much out of work. This was just before the talkies when incidental music was used for atmosphere. Through a friend, he was introduced to Pola Negri who hired him as her "violin" at $100 a week.

This was undoubtedly the turning point in his career for during the next two years he made contacts that definitely shaped his destiny. It was during this period that he met Valentino, Gloria Swanson, Ramon Novarro, Eric Von Stroheim, Constance Bennett, Joan Crawford and other famous movie stars.

When the talkies came in, he was used as an extra but was considered too Latin in type for leading roles. At that period the Buddy Rogers type was in demand. Russ was used as "voice double" for Gary Cooper and others. Arnheim gave him another call and made him a good offer. Russ accepted but couldn't get along with Arnheim. Arnheim insisted that Columbo give up his studio work and Russ quit him cold.

But he failed to get anything but minor roles and doubling bits. Disheartened, he went into vaudeville where he attained his first real success. He literally stopped shows night after night.

Arnheim again made Russ an offer, this time on a contract basis. But Arnheim refused to star him at the Coconut Grove and Russ, disgusted with these setbacks, started his own club, the Club Pyramid. Here, his movie connections proved invaluable, for the club was a money-maker from the start. It was here that Russ met Con Conrad. Conrad came into the club one night with Jack Oakie and George Olsen. Russ clicked with Con at once. He insisted to Olsen that Columbo would take New York by storm. Olsen, partly convinced, offered Russ a two-year contract to tour with his band.

Russ, however, was more than fed up with working for others and couldn't come to any agreement with Olsen. But Conrad, convinced there was no limit to the money to be made for and with Columbo, painted the youth a glamorous picture of New York and its possibilities—the money to be made, the dreams to be realized, the unlimited field of radio and the theatre. Columbo was sold and the two entered into a partnership which in scarcely two months' time reaped unbelievably huge dividends.

They came to New York. Before Russ had a chance to recover from the tumult, the grandeur, the mad rush of the city, Conrad had already arranged an audition with Ziegfeld. Here was their first reverse. Ziegfeld with Harry Richman listened to Russ sing the two songs he had written, "Prisoner Of Love" and "You Call It Madness, I Call It Love". Neither the songs nor Columbo's voice appealed to either Ziegfeld or Richman.

What a difference two months have made. At that time Ziegfeld might have had Columbo for $350 a week. Today ten times that; sum wouldn't suffice!

Conrad then took Russ, none too hopefully, to the National Broadcasting Company where he had arranged for an audition. They expected to hear from them within a few days but no word came. They then went over to Earl Carroll who was looking for a few new songs. Russ sang his two songs and went over big with Earl. He took them to the Pennsylvania Roof and asked Vallee to give Russ a chance on the mike. Vallee consented graciously.

The very next day, in true story-book sequence, the offer came from N.B.C. He was given a four-week tryout and his fan mail was so heavy that he was offered a year's contract. Then came the deluge of offers. Every showman in town offered him a lead. But he refused them all until the Paramount offer came along. He opened at the Brooklyn Paramount on Thanksgiving Day for an indefinite run.

He has, to date, refused four huge commercial contracts because of poor time allotment, but as this is being written he may have accepted one that will pay him a salary equal to that of ten bank officials.

And there you have a picture of Russ Columbo, the lad who has introduced to radio a new type of singing. How long Columbo and his countless imitators will keep its popularity on a high crest is unknown, but judging by the huge fan mail its stay will not be a short one.
SPECIALS FOR TODAY

2:00 P.M. — WABC-CBS — Musicale Americana

6:30 P.M. — WNEC — "The Challenge of the Labrador" — Field Show

8:30 P.M. — WAFB-NBC — Goodyear Orchestra with John Philip Sousa.

Radio Log will be found on page 6
Going To Press

"Bill Schudt's Going To Press", a radio feature dedicated to the Fourth Estate, will celebrate its third anniversary over WABC and the Columbia network Wednesday, December 2. Although only three years old, this feature is now the oldest sustaining program on the key station of the world's largest network.

Originated by Bill Schudt, former newspaper editor and now director of television for the CBS, the program had for its basic idea the bringing into closer relationship the newspapers and broadcasting.

So as to avoid any embarrassment, Schudt arranged his first group of speakers, the radio editors of New York, in alphabetical order. Naturally his first speaker was Charles E. Butterfield, radio editor of the Associated Press.

When he had run the gamut of local radio editors, Schudt turned to other fields of journalism covering the columnists, the feature writers, the city editors and during the last twelve months has paraded before the microphones some of the most famous editors and publishers in the country today.

Under new arrangement, the program now originates from three cities each month and is heard each Wednesday at 6 p.m. One program comes out of Chicago, one out of Washington, D.C., and the remainder emanate from the Columbia keystation in New York City. Schudt, however, makes all of his introductions from the key station, utilizing complicated switch-over circuits.

Sings on Hoffman Hour

LOUIS JENNISON is the soprano soloist heard curing the Hoffman Beverage Hour over WOR, Fridays at 9 p.m. With her on these programs are the International Quartet, Veronica Wiggins, Nelson Eddy, and an orchestra under the direction of Joseph Pasternack.

Sings Like Chevalier

MAURICETTE DUCRET, French comedienne, is being likened to Maurice Chevalier by WGBS audiences because of her similar presentation of songs and patter. She is heard Thursdays at 6 P.M.

The Editor's 

A column devoted to answers from readers pertaining to radio, artists and kindred subjects.

N. CATALON, 1274 Tabor Court, Brooklyn—Will Osborne returned to his radio audience on Saturday, November 21st, playing from the Club Delmonico over WABC. He will broadcast nightly from that station. Andre Baruch deserted brush and canvases to join the Columbia staff of announcers. He is twenty-four years of age, and ranks as one of the youngest announcers on the CBS network.

M. A. M.—Port Washington, N. Y.—John Mayo has announced more than thirty-five hundred programs during the past year. He started out as a salesman after graduating from Brown University. He then became an excellent practical chemist for an oil company. He is tall and has blue eyes.

E. SYLVESTER, Rye, N. Y.—Your favorites, Bird & Vash, are off the air. Thanks for your good wishes.

V. FOCAZIO, New Rochelle, N. Y.—At least you numbered your questions! In order they are—Bing Crosby is twenty-seven; he has never studied voice culture; has a working knowledge of all the instruments in an orchestra, but is best at the drums.

H. SAILOR, Ozone Park, L. I.—Depends upon both the announcer and the sponsor, whether the announcer receives a salary from the station as well as from the sponsor.

A. BROOKS, Astoria, L. I.—You get your hope. Will Osborne is coming back. In fact, when you read this he will have arrived! Thanks for the compliments.

L. HOLLI, Brooklyn, N. Y.—Watch the local theatres for announcements regarding the playing of Rudy Vallee's Movie Shorts.

R. READER, Bloomfield, N. J.—Ted Jewett has been laid up in the hospital for the last year. Coming back from seeing Lindbergh off on one of his numerous flights, Ted was in an auto smash-up. He sails in a week for Bermuda, and after a short stay there will return to the NBC studios ready for work.

1. BROAD—The real name of Captain Blackstone is Frank Crum. He is on the Blackstone program only over NBC.

MAURICEL KLEIN, Brooklyn, N. Y.—The Poloneaise you asked about played on the Troika Bells program over NBC, was composed by Oginsky, and published by Carl Fisher. There may be phonograph records, ask in any music store.

When Your Radio Needs Attention

CUMBERLAND 6-4060

Real Radio Service

Branches Everywhere

Day & Night Service

Including Sunday

Authorized to repair every make of radio or auto radio and change to D.C. and vice versa. Repair, adjustment and Tune-ups give the best results. We have a service map on the job within a radius of 35 miles of New York.
**SPECIALS FOR TODAY**

11:35 P.M. - WEA-NBC - Advertising Club Luncheon to the Hon. Samuel R. McElvieve, Ex-Governor of Nebraska.

12:00 P.M. - WOR - Mabel Willibrandt.

9:00 P.M. - WABS - President Hoover Opens White House.

10:30 P.M. - WEA-NBC - James Melton, Tenor Interviewed by Granicle Rice On Coca-Cola Hour. Radio Log will be found on page 6.
OLIVE PALMER ... Palmotive's Coloratura Soprano ... the girl with the school-girl complexion.

Alto her actual name is Virginia Rea ... very few people know it ... but she is nationally known as Olive Palmer. Her birthday is on March 28th ... and she has voted for a President ... you figure out the age.

The state of sunshine ... moonshine and hill-billies gave her birth in Kentucky. She is of the height that men desire ... five feet three inches ... and weighs 120 pounds when pastry is excluded from her diet. Black, bobbed curly hair ... hazel eyes ... long lashes (her own and with no mascara) ... she is a very beautiful person.

A brother completes the family ... he is literally inclined. Thinks clothes have a lot to do with the way you feel ... dresses for all occasions ... always wears formal clothes when she broadcasts. Not only likes to be alone ... but has to ... for the general congeniality of the nation.

Sang in opera and on the concert stage. Sang for a great many recordings. She was persuaded to give an audition by the people who heard her records ... she did ... and that's how she became one of radio's leading sopranos.

Claims she inherited her voice from her mother. She has an M. A. from Drake University in Des Moines, Iowa. Also studied voice in Paris under Marchesi.

Doesn't like any kind of sports ... she is an ultra-feminine female. For the sake of form ... she has a rewinding machine. She also has the most captivating teeth and smile. Speaks French and Italian as fluently as English. She has a high voice and talks in a babyish manner. Wide-eyed, she informs you that she takes life very seriously. Doesn't believe it's a "Bowl of Cherries."

M I K E - O - G R A P H S

By NONA BENET

• OLIVE PALMER

Writes poetry and composes songs ... as a hobby. Does not drink ... does not smoke ... does not party. Prefers simple jewelry ... but genuine. Her favorite is a diamond cross which she is never without.

Would rather be known as the most worth while artist ... than the highest paid one.

She wears filmy chiffon nighties when she's tucked in to say her prayers.

Her favorite actress is Ethel Barrymore.

Lives in a sumptuous apartment in 39th Street ... has a French maid ... a chauffeur and a Pekinese called "Chin." She adores him ... the Pekinese, I mean.

Would rather eat breakfast than any other meal ... it's served in bed.

She absolutely has no belief in luck ... thinks we, ourselves are responsible for our fate.

If you want to sell her anything ... attach a French tag to it ... she can't resist anything Parisian. Her concert work took her all over the United States. She was abroad a year but never anywhere else but France. Used to keep a diary ... everyone read it ... tells you about things instead now.

Dislikes shopping ... sends her mail out to buy her clothes ... she is gorgeously gownned.

A year and a half ago she received from 300 to 400 letters a week ... it's probably doubled by now.

Her glorious voice and personal charm and beauty have made for her a niche in the radio world that is unique. But she aspires to greater heights. Here's success to you ... Olive Palmer. Next Wednesday night you'll hear her again ... over Station WEAF at 9:30.

(Next week David Ross, Columbia Broadcasting System Announcer will be Mike-O-Graphed.)

On the Beat.

It's probably because he has relatives who are judges in Phila- delphia that Wilmer Walter so ably acts the judicial figures on the "March of Time" programs over the WABC-CBS network, Fridays at 8:30 P.M. The expression, "Keep him on the bench," means to Walter that he will be needed for the following week's program.

7:00 P.M.

WABC

MARGE: Oh, you don't mean you're in love?

MYRT: Goutish symp-toms—but it may be just another headache.

MARGE: Every night except Saturday and Sunday. Begin right away.

Radio Guide

An Illustrated Weekly of Programs & Personalities

On sale at newstands on Thursday of each week.

PRICE. 5 cents a copy.

YEARLY subscription $2.50

Radio Guide, Inc., 475 Fifth Avenue, New York City

Radio Guide

Advertising Rates

Effective October 19, 1931

General Advertising

Per Agate Line, New York Edition ... 30¢ per line.

These are temporary rates based on a guaranteed net paid circulation of 25,000 (New York edition) for remaining issues of the present run. Advertising at these rates accepted only for insertion in issues issued during the balance of 1931.

Mechanical Requirements

Pages 35 ... 40/200 words or 400 agate lines deep—600 agate lines to the page.

1 inch. 300 lines. 141/2 inches. 1 column. 200 lines. 1 inch. 141/2 inches. 2 columns. 300 lines. 1 inch. 2 columns. 400 lines. 1 inch. 141/2 inches. 3 columns. 475 lines. 1 inch. 3 columns. 600 lines. 1 inch. 2 columns. 1 inch. 3 columns. 600 lines. 1 inch. 2 columns. 85 inches. 1 inch. 2 columns. 1 inch. 85 inches. Mixed or Brackets not acceptable.

Issuance and Closing Dates

Published weekly, issued on Thursday and mailed the following Saturday.

Black ink white forms allow for final re- view of copy on second Monday prompt- ly. Desk of insertion is given. Copy must be re- ceived not later than Thursday two weeks preceding insertion. Use of colored ink or marker pens results in rejection of copy. For copies wanted rushed out of city of origin please.

Radio Guide

475 Fifth Ave., New York, N. Y.

Phone: Lexington 2-4121
SPECIALS TODAY

3:00 P.M.—WABC-CBS—LaForge Bermuehle Music.
6:30 P.M.—WEAF—"Intervention in Maschuria" by James G. McDonald.

Radio Log will be found on page 6
**PROGRAM FOR FRIDAY, DECEMBER 21, 1934**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:45</td>
<td>WRAF-Fernie Health Exercises—Artie Saggers</td>
</tr>
<tr>
<td>7:00</td>
<td>WRRQ-Dr. Carl G. Meade—Dr. John Gamble</td>
</tr>
<tr>
<td>8:00</td>
<td>WMBV-Downtown—Alcohol (Miss)</td>
</tr>
<tr>
<td>8:45</td>
<td>WJZ-A Song for Today</td>
</tr>
<tr>
<td>9:00</td>
<td>WLAB-Music of the World—Musicale</td>
</tr>
<tr>
<td>9:15</td>
<td>WMCB-The Phantom Opera—Eugene ONeil</td>
</tr>
<tr>
<td>10:00</td>
<td>WJZ-on the 8:15</td>
</tr>
<tr>
<td>10:45</td>
<td>WJZ-Dawn of Prophecy—Rosen—Frank McClure</td>
</tr>
<tr>
<td>11:00</td>
<td>WJSU-Rev. Alex. Swedler—N. Y. American Chamber Conductor</td>
</tr>
<tr>
<td>11:30</td>
<td>WABC-Greetings for Everyone</td>
</tr>
<tr>
<td>11:40</td>
<td>WOR-Martin Manning—a Macy Press</td>
</tr>
<tr>
<td>12:15</td>
<td>WNYC-Time Rapids</td>
</tr>
<tr>
<td>12:20</td>
<td>WJZ—Harry Gluck’s Gym Class—Walter H. Rexford</td>
</tr>
<tr>
<td>12:50</td>
<td>WOR—Out and About—New York Giants</td>
</tr>
<tr>
<td>13:00</td>
<td>WOR—Financial Talk</td>
</tr>
<tr>
<td>13:30</td>
<td>WJZ—Monogram Sakem</td>
</tr>
<tr>
<td>13:35</td>
<td>WOR—Columbia’s Mixed Quartet—Ralph Kennedy</td>
</tr>
<tr>
<td>14:00</td>
<td>WJZ—Mona Lisa—J. C. McCarthy—Frank Johnston</td>
</tr>
<tr>
<td>14:30</td>
<td>WOR—The Commodores—Emery William—J. B. Crowley &amp; Pop.</td>
</tr>
<tr>
<td>15:00</td>
<td>WOR—Abnormal Problems</td>
</tr>
<tr>
<td>15:30</td>
<td>WJZ—Longfellow Food Service Talk—Walter H. Rexford</td>
</tr>
<tr>
<td>16:00</td>
<td>WZZ—Everyday Beauty—P. Ives</td>
</tr>
<tr>
<td>16:30</td>
<td>WMC—The Woman—Mona Lisa</td>
</tr>
<tr>
<td>16:45</td>
<td>WOR—Harlem’s Own</td>
</tr>
<tr>
<td>17:00</td>
<td>WJZ—Hello—The Orchestra—Montgomery Ward Programs</td>
</tr>
<tr>
<td>17:15</td>
<td>WOR—Taps—G. W. Day—Conductorg</td>
</tr>
<tr>
<td>17:30</td>
<td>WOR—When Living Is—Charles T. Monroe</td>
</tr>
<tr>
<td>18:00</td>
<td>WMC—Wired—J. W. Grant</td>
</tr>
<tr>
<td>18:15</td>
<td>WOR—The Right Word—W. Curtis G. Kates—Varieties of Macpherson</td>
</tr>
</tbody>
</table>

**SPECIALS FOR TODAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00</td>
<td>WJZ—MACB—Walter Damrosch directing Music Appreciation Hour.</td>
</tr>
<tr>
<td>11:30</td>
<td>WJZ—NBC—Donovan</td>
</tr>
<tr>
<td>11:45</td>
<td>WJZ—MACB—A Talk by Governor Ritchie of Maryland</td>
</tr>
<tr>
<td>12:00</td>
<td>WJZ—MACB—Curtis Institute of Music</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:15</td>
<td>WJZ—Walter Damrosch directing Music Appreciation Hour.</td>
</tr>
<tr>
<td>11:30</td>
<td>WJZ—NBC—Donovan</td>
</tr>
<tr>
<td>11:45</td>
<td>WJZ—MACB—A Talk by Governor Ritchie of Maryland</td>
</tr>
<tr>
<td>12:00</td>
<td>WJZ—MACB—Curtis Institute of Music</td>
</tr>
</tbody>
</table>

**FRIDAY NOON**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:15</td>
<td>WJZ—Walter Damrosch directing Music Appreciation Hour.</td>
</tr>
<tr>
<td>11:30</td>
<td>WJZ—NBC—Donovan</td>
</tr>
<tr>
<td>11:45</td>
<td>WJZ—MACB—A Talk by Governor Ritchie of Maryland</td>
</tr>
<tr>
<td>12:00</td>
<td>WJZ—MACB—Curtis Institute of Music</td>
</tr>
</tbody>
</table>

**FRIDAY NOON**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:15</td>
<td>WJZ—Walter Damrosch directing Music Appreciation Hour.</td>
</tr>
<tr>
<td>11:30</td>
<td>WJZ—NBC—Donovan</td>
</tr>
<tr>
<td>11:45</td>
<td>WJZ—MACB—A Talk by Governor Ritchie of Maryland</td>
</tr>
<tr>
<td>12:00</td>
<td>WJZ—MACB—Curtis Institute of Music</td>
</tr>
</tbody>
</table>

**FRIDAY NOON**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:15</td>
<td>WJZ—Walter Damrosch directing Music Appreciation Hour.</td>
</tr>
<tr>
<td>11:30</td>
<td>WJZ—NBC—Donovan</td>
</tr>
<tr>
<td>11:45</td>
<td>WJZ—MACB—A Talk by Governor Ritchie of Maryland</td>
</tr>
<tr>
<td>12:00</td>
<td>WJZ—MACB—Curtis Institute of Music</td>
</tr>
</tbody>
</table>

**FRIDAY NOON**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:15</td>
<td>WJZ—Walter Damrosch directing Music Appreciation Hour.</td>
</tr>
<tr>
<td>11:30</td>
<td>WJZ—NBC—Donovan</td>
</tr>
<tr>
<td>11:45</td>
<td>WJZ—MACB—A Talk by Governor Ritchie of Maryland</td>
</tr>
<tr>
<td>12:00</td>
<td>WJZ—MACB—Curtis Institute of Music</td>
</tr>
</tbody>
</table>
AN ACRE OF TOYS!

More than an acre. There are 43,560 square feet in an acre and we have 50,000 square feet in our new Christmas Toy Department. That’s enough territory for a full-fledged football gridiron, or 17 tennis courts.

A lot of space, but then, there are a lot of toys. Last year we sold 1,000,000 toys at Christmas time. This year we expect to sell even more. All this in our new building—thousands of new toys—new elevators to take you quickly—wide aisles so you can shop comfortably—the same gala atmosphere—in brand new quarters.

A Department Store in Miniature

We’ve divided the toys into a series of small shops just like a miniature department store. It will make shopping more exciting for the children and easier for the parents. See the Doll’s Little Shop, The Baby Doll Layette Shop, the Housefurnishing Shop, The Cowboy’s Trading Post, the Pet Shop.

Keep up the American Standard of Giving

Make this the brightest, merriest Christmas that the children have had in years. Prices are low. A whooping big Christmas, with plenty of presents for everyone, will cost no more than a very meagre Christmas cost two or three years ago.

TOYS—FIFTH FLOOR, BROADWAY AND SEVENTH AVENUE BLD

MACY’S
34th STREET & BROADWAY