WE KNOW that preachers do not practice what they preach but the question before the loud speaker is whether Ripley Believes It Or Not. When interviewed on this pressing matter "Rip," declared, "I believe it only when I see it—and I always see it."

Robert L. Ripley, creator of the famous "Believe It or Not" drawings, has been named the Marco Polo of the Air. When he isn’t broadcasting his incredible truths over the air, Ripley is scouring ancient lands in quest of new material with which to startle and astound his radio fans.

Appearing at the microphone every Wednesday and Friday evening at 7:45 on the "Believe It or Not"—Esso Hour, Ripley unfolds the unbelievable stories he has gathered in his extensive travels and explorations through 122 different countries.

Asked if he had completed his travels to far-off lands and if his material was on the decline, Ripley replied:

"First of all, traveling and exploring far-off lands is my hobby and a necessary progression in my work. In order to make my Believe It or "or radio programs interesting, I must travel in search of unbelievable material. As to the amount of material it never ceases to unfold itself. There are as many Believe-it-or-nots as there are people, and my store of curious facts is expanding daily."

Robert Ripley has earned the distinction of being called the Marco Polo of the Air. During his past two years of broadcasting over a national network of stations, Ripley has been a Fellow of the Royal Geographical Society of London, England, because of his many discoveries and uncoverings in foreign lands, broadcast over the air, depicted in his daily drawings, published in his books, flashed on the screens of the world in his motion pictures, and retold from the lecture platform.

Ripley’s latest expedition was to Northern Africa where he uncovered the Tin Can City, a city made entirely of discarded American tin cans; the city of hay stacks; and Mum-Zi, the seventeen year old grandmother.

Ripley came back from Africa with his notebooks crowded with astonishing tales for his radio audience. He brought a collection of incredible facts he would never

—- (Turn to page 7)
Protege Discovered By Rudy Vallee

FRANCES LANGFORD

* Frances Langford is fast becoming one of WOR's favorite singers. Rudy Vallee discovered her while touring Florida last winter and brought her to New York for radio work. She is seventeen years old and plunged into her radio and theatrical career immediately after graduating from high school. She is heard over WOR Thursdays at 7:35 P.M., and Fridays at 7:00 P.M.

Ponselle on General Electric

* Rosa Ponselle, famed opera star will be the guest artist on the General Electric Twilight hour on Sunday December 6th over WEAF-NBC at 5:30 P.M.

Radio Guide

Vol. 1 No. 7 December 1931

FRANCES LANGFORD

ROSA PONSELLE

DOLORES CASSINELLI

AUNT JEMIMA

HELEN BOURNE

REVIEWING RADIO

By PORTHOS

* It strikes me as the most amusing story that radio broadcasting has yielded up to date—the story of the life at Sing Sing.

His favorite song is "Time on My Hands," and having lots of time, indeed, he has become a radio addict, even to the extent of participating in those well-known contests. With no thought at all of actually winning a prize, he sent in a script called for in a competition which a WABC sponsor was staging.

To his amazement, the life-term convict was pronounced the winner—and the prize was a four-month tour of the world!

Speaking of prize contests, note that some of the more altruistic radio commentators are crusading against contests on the air, which necessitate protracted advertising blurs. I cannot very well sympathize with any movement against contests, their purpose, obviously, is to discover just how many people listen to a given program. As yet, no other means has been found to measure a radio audience, and if contests solve this mathematical problem, then why not encourage them? We could do lots more, and lose a lot of illusions if we could say definitely just how many ears are inclined toward the loud-speakers.

And still speaking of contests, there was the advertising manager who broke into a huddle of sponsors who wanted a suitable prize to offer. "Look, look!" he shouted. "I've got it." He unwrapped a bundle. "See," he gloated, "it's a calendar, and a clock, a pencil holder, all in one. On the bottom is a biograph, on the side a place for stamps, and for front a place which cigarettes come out of. And the whole thing is a paper-weight."

The headman of the firm inspected the gadget, then shook his head sadly. "No, no! It won't do," he mourned. "From someplace should come music."

I was one of those who deplored Jack Smart's passing out of the picture when Graybar withdrew "Mr. and Mrs." or, as we knew them, "Joe and Vi." Smart, to me, was an intriguing character. I see he's back now, showing his versatility in WABCO's "March of Time." Believe it or not, in one broadcast, the other night he took the roles of a Chinese aide-de-camp, an Italian laborer, Al Capone, a chauffeur, a general's servant, and a university professor.

Jack tells me he is studying for the role of a tree in a forest scene.

* So Frank Stretz has got the new Pertussis program at WABC!

* Few of the folks are recognizing Robert M. Alphine, pinch-hitter for Monsieur Kahlenborn, as the great movie power of some years ago.

* I like Arthur Tracy, the Street Singer, for his kindliness. On his recent vaudeville tour (and no publicity either) he actually became a street singer in various small towns, doing songs by the hour on the curbs, while a vaudeville friend passed the hat. The money went to various unemployment relief funds.

* The first stooge, George Hall, the Tad maestro, reminds me of no other than "Colonels Rhodes." Erulite, is George.

* Mark Warnow, who leads orchestras with lead pencils, passed in a rehearsal today to remind me that few of those sopranos practise what they preach. And that one announcer's word is as bad as another's.

* A fairly accurate survey of radio dramatics convinces me that as long as the fifteen-minute program remains in vogue, no outstanding radio historian will be achieved. At the moment it is impossible to use dramatic technique that is now borrowed from the stage. Really satisfactory plots cannot be hatched for execution in fifteen minutes, and serialized dramas lose their appeal, because listeners won't cancel engagements to sit in front of a radio night after night for their stories. A book or a movie is much more satisfying.

Radio dramas are being neglected. Much experimentation is needed and more time is essential. But there are few sponsors willing to back an hour's program. So there is the main problem which confronts the studios.

Their Voices Grace the Air Waves

* Dolores Cassinelli, soprano, is featured on the "Neapolitan Days" program. Each Sunday at 11:00 A.M. over WABCO.

* Aunt Jemima, a favorite in musical comedy is now heard on Tuesdays, Wednesdays and Thursdays at 2:00 P.M. over Ted Salts, on WABC-CBS.

* Helen Bourne, lyric soprano is a great favorite with WOR listeners. She is heard every Thursday at 3:30 P.M.
**THE WALLS HAVE EARS**

- For a laugh—Dave Ross, the Madison Avenue Air Factory's abbreviat ed announcer, gives a ear a night away for that cigar manufacturer, yet he's never owned one himself, and as a matter of fact doesn't care to ride in one; and to impress you a slight but further, never has much of a chance to go automobil ing, because he lives just two blocks from the air factory, so there. . . . Kate Smith's "Swannee Music" is presided over by Nat Brusillof, who is one of the "chosen people," and while on the subject, that "gold in their hair hills" group who comprise the Rex Cole Mountainers, hail from way down there where Essex Street meets Delancy and the East River down. . . .

As Kate gags that there was a Scotch announcer who gave and gave and gave—"the air to speakers he introduced. . . . Rudy Vallee has only three chairs in his dining room set, which means if company comes, why it's just too bad. . . . Those syndicated pictures you've seen, showing Arthur Tracy, the Street Singer, holding an accordion are phony 'cause Art doesn't even hold it right, no less play it! . . . You can have your new fangled over-bally-hooped vocalists, your over publicized musical crews, and your tempered orchestras, for all three give us that Guy Lombardo aggregation with Carmen crooning, and oh, those arrangements! One of those to be solved mysteries of the air is Ben Alley—who although well spotted, gifted with a swell voice which he puts to good use and ably publicized, has nef r clicked. . . . We understand that, if new arrival in the Budd (Glooin' Chase) Hulick, you, we mean baby has been made a vice-president in charge of sound-effects with her main duties confined to night broadcasting. . . .

- That Reis and Dunn team is a quartet when it steps out with the additions of Dorothy (Band Wagon) Dodd for Arxy and Rae Gleekel for Les. . . . Jacques Renard's snappy Boston club, the Mayfair is $16,000 in the red, during the portly baritone's absence.

- Wonder if you know that Kate Smith can go through some classy tap dancing steps. . . . Mack Sennett, the flicker man, coming East to make some more of those Crosby shorts. . . . Those Four Mills Brothers go commercial for Vapex, and you should know that every lad of the quartet is under twenty-one years old. . . . Harvard's barring Ted Husing from its stadium, was the best publicity that Ted will ever get. . . . Art Jarrett will be the next radio sensation! . . . The Lucky Strike people are having plenty of headaches trying to iron out their radio offerings. . . . Every member of that Guy Lombardo crew is now married, girls, so you'll have to shift your hopes to some other aggregation. . . . Russ Colombo is worried. . . . He recently purchased a car which holds only four people, and he has six stooges. The Andy Sancel has are holding auditions for the baby-carriage salesman.

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**I R E N E B O R D O N I**

- Irene Bordoni, star of the musical comedy stage, vaudeville and the screen, will be guest artist on the Vitality Personalities Program on Wednesday, December 9th at 10:00 p.m., over WABC-CBS.

- Adele Astaire, star of the musical comedy stage, was the guest artist of the Nestle's program on Friday, December 4th at 8:00 p.m. Nat Brusillof's Orchestra is heard weekly over the WEAF-NBC on this broadcast.

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**The Super-suds Girls**

- Contrary to general impression, Clara, Lu 'n' Em are all under thirty, and all recent graduates of Northwestern University. They can be heard daily except Sunday and Monday at 10:30 P.M., over WJZ-NBC.
They Ripple The Air Waves With Gifted Artistry

Phil Cook, the Quaker Man, who is heard daily except Sunday at 7:30 P. M., over the WJZ-NBC, is without a doubt, radio's most versatile artist. Harry Horlick is the famed director of the A & P Gypsies heard each Monday at 4:00 P. M., over the WEAF-NBC and Thursday at 10:00 P. M., over the WJZ-NBC. The program is sponsored by the Great Atlantic and Pacific Tea Company. Howard Lane is the conductor of the Campbell Orchestra which is heard three times a week over the WJZ-NBC. The programs are broadcast each Monday, Wednesday and Thursday from 7:15 to 7:30 P. M.

**MIKE-O-GRAPHS**

By NONA J. NETT

- **DAVID ROSS** Announcer, Poet, Actor at WABC. He is also a one-tiger composer. A favored few call him 'Davey play on your harp' , after King David who was a harpist and a poet. It's New York that gets the brass bands and the streamers this time for he's a native born on July 7th. Stands five feet five inches high and weighs 138 pounds. Is much stronger than he looks.
- Has the face of a dreamer chestnut hair that waves back from his forehead blue eyes a cleft in his chin and a small black mustache.

Clothes do not interest him . . . they are unimportant. Goes hatless whenever possible.

Enjoying being alone . . . aloft he states one cannot be alone long with one's self.

Happened to be at WGBS when one of the artists failed to appear. The announcer requested him to do something . . . he did . . . read a dramatic skit. He received a job as announcer. Has a deep, resonant voice of a rich, strong quality. He is very versatile . . . can read gay scripts . . . dramatic ones . . . dignified ones with utter nonchalance.

To keep fit . . . he plays tennis, football and ping-pong. While he attended City College and Rutgers believes most of his education was received outside these walls.

Smokes moderately will not drink . . . claims it makes him talk too much.

A friend of his desired him to meet a charming young lady . . . He consented. As they were going up the stairs he recited a bit of poetry. When they reached the apartment of the young lady a sign was on the door 'No one home' . . . but the inside story is that this wise man heard the voice as he was coming up the stairs and was so charmed with it that alto she had originally planned to be not at home . . . she received him. She is Mrs. David Ross, incidentally.

Wears only the jewelry of common sense. Will eat wherever people speak four languages . . . attend to him quickly . . . and serve good coffee.

His ambition is nothing less than to learn the technique of overcoming worry . . . and when he does, he will donate it to the universe.

Sleeps poorly on his side . . . at home . . . and in hip boots (if his wife would permit).

Believes money to be the most terrible and the most beautiful thing in the world. Has a home in Sunny side . . . but spends most of his time at Columbia.

Values more than anything else a few choice poems he wrote about 20 years ago. They recall to him his youth.

If he had his way he'd be a pearl diver . . . believe it or not (I didn't). Has two children . . . David Jr., 9 years old who already shows a strong leaning to conducting . . . and Helen 3 years old . . . who is as a girl should be . . . charming. He also has a dog . . . of questionable breed . . .

Has traveled considerably abroad . . . but not in the United States.

His is the voice that has thrilled you on many hours . . . Arabic . . . Cremo . . . Evening in Paris . . .

Next week James Wellington, National Broadcasting Company Announcer will be Mike-o-graphed.

**SWEETHEARTS OF THE AIR**

- You can tell it's a picture of May Singhi Breen because orchids and ukuleles are present, and Peter de Rose may be identified by the piano and the sweet, sad smile.

May and Peter, the Sweethearts of the Air, are heard over WEAF-NBC networks at 10:15 a.m. on Tuesdays, Thursdays and Saturdays. When not on the air, Peter writes such popular songs as 'Muddy Water', 'Having My Ups and Downs’, ‘I'm Just a Dancing Sweetheart’, ‘Down Among the Sugar Cane’, ‘When You Were Only Seventeen’, 'Somewhere in Old Wyoming' and 'When Your Hair Has Turned to Silver’. The latter is dedicated to his wife, May Breen.

This lady has made about 250 ukulele arrangements of such semi-classics as 'The End of a Perfect Day', 'The Rosary' and 'I Love You Truly'.

**RADIO DODDITIES**

- **We have to blame the middle west for some of our best known radio stars.** Such favorites as Amos 'n Andy, Guy Lombardo, Gene and Glenn, Tony Wons, Little Jack Little, John L. Fogarty and Singin’ Sam have come to the microphone from there.

- **VINCENT LOPEZ** is troubled with calloused fingers. He plays as many as 1,000 notes a minute in his solos.

- **EUNICE HOWARD**, NBC ingrene, prefers frogs to all other pets.

- **ARTHUR JARRETT** is the only radio crooner possessing a voice with a sixteen note range.

- **NORBERT SNUCK** has no need for a bacon, his slim tapering fingers are far more expressive.

- **HOWARD PETRIE**, NBC announcer, sings in the choir of the Fifth Avenue Presbyterian Church, New York City.

- **RAY PERKINS**, the singing philosopher, writes his radio programs on the desk originally used by Theodore Roosevelt when Roosevelt was editor of the Metropolitan Magazine.

- **JULIUS MATTFIELD**, head of Columbia's music library, is a contributor to the Encyclopedia Britannica.

- **HENRY BURBIG** is grafting trees on his farm in Connecticut. Another Luther Burbig?

- **TOKSHA SHERIDAN**, during his rambles around the globe, was once made an honorary chief of a large Maori tribe after playing a concert for the natives.

- **A soprano recently confided to Nick Goldman of WOR that she hadn't known what happiness was until she got married.**

- "Then why are you Reno-bound?" asked Nick.

"Don't be silly," replied the soprano, "that's why I'm going!"
SPECIALS FOR TODAY

1:30 P.M.—WABC-CBS—Penn-Navy Football Game, Ted Husing, Announcer
1:45 P.M.—WEAF-NBC—Penn-Navy Football Game, Graham McNamara, Announcer
8:00 P.M.—WOR—Little Symphony Orchestra
8:15 P.M.—WABC—Philadelphia Philharmonic Orchestra

Radio Log would be found on page 8

W2SM-Salvatore Virelzi—Pianist
1:18 W2SM—Football souvenir show—Songs of Penn and Navy
1:20 WABC—Expressions of Ben Zion: including "Sail Away, Little Ship"
1:30 WEAF—Big Ben and the Parents show—Orchestra
1:45 WEAF—Edward Knight Fitzgerald, Conductor—Orchestra
2:00 WOR—Spring Singers—Orchestra

2:00 WOR—Little Symphony Orchestra

2:15 WABC—Radio City Chorus and Orchestra
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23:45 WABC—Radio City Chorus and Orchestra
24:00 WOR—Little Symphony Orchestra
Does Ripley Believe It?—Continued from page 1

have believed himself if he hadn’t seen them with his own eyes. And now, believe it or not, Ripley is planning on new ventures to far-off lands, new conquests, new Believe-it-or-nots for his radio followers.

Ripley once made the statement that he is lazy, and that he “was born indolent with a natural propensity to take life easy.” Yet, he writes, times, rehearses, and delivers two broadcasts each week, not to mention the six daily cartoons and a large Sunday cartoon that he collects, verifies and draws each week, the Believe It or Not motion pictures which must be written, memorized and acted every two weeks; the three books he has written during the past twelve months, his travels, lectures and personal appearances. Still, Ripley maintains he is lazy.

His radio performances prove differently if the thousands of radio fan mail letters he receives are any indication.

Ripley himself has sponsored many advancing steps in radio. A year ago, with Sir Hubert Wilkins, he talked with reporters in Sydney, Australia, in connection with the return of Shackleton. Later, Ripley, home-bred, from his last trip abroad, broadcast from Sydney. This talk inaugurated the latest series of Believe It or Not broadcasts on the Australian Hour, Wednesday and Friday evenings at 7:45 over WJZ-NBC.

The Marco Polo of the Air will continue on the air with his incredible tales until he sets out on a new expedition to different strange countries in search of further material to be believed or not, as the case may be.

They’re All Cuckoo

• A Cuckoo pose of that hilarious broadcast of nonsense known as the “Cuckoo Hour” which is heard each Saturday night at 10:00 P.M., over WJZ-NBC. Photo shows left to right: Virginia Gardner (Ambrosia Weems); Mrs. Adelina Thomason (Mrs. Pennyfeather), Ray Knight (Prof. Weems), Entrace Wyatt (Tetlock Sones), Gladys Shaw Enskale (Dolly Gay). The two men in the foreground who refused to face the camera are Ivan Firth and Arthur Campbell, Cuckoo extras. They supply the Cuckoo atmosphere.

Roxy Symphony Has International Musicians

The ability of the Roxy Symphony Orchestra, which broadcasts over the WABC-CBS every Sunday at 9:00 P.M., to adapt itself to every type of composition is probably due largely to the cosmopolitan character of its personnel. Seventeen countries are represented among its players. Of these the United States claims 22 members, Italy is second with 19, Russia third with 16, and France fourth with 12. Germany, Hungary, and Poland also are well represented. The remainder of the orchestra represent Austria, Belgium, Czechoslovakia, Canada, Greece, Holland, Norway, Roumania, Uruguay, and Venezuela.

The Roxy Symphony is more cosmopolitan than any other of New York’s principal musical groups. Another factor contributing to the versatility of their performances is the diversified background of experience of the musicians—some of whom have appeared as soloists in concert hall here and in Europe, others having played in symphony and concert orchestras throughout Europe, and in bands such as Goldman’s and Paul Whiteman’s.

The Pickard Family

• Here are Bobb, Dad and Ruth Pickard, members of the famous Pickard family, specialists in hill-billy tunes, rehearsing a new old one. They can be heard every Thursday at 8:30 P.M. over WJZ-NBC. The Pickards claim to have a repertoire of over 5000 hill-billy songs. In the Hills from which they came, the Pickards learned to play and sing together to amuse themselves. Now, they amuse the Nation.

B. A. Rolfe To Play From Hawaii

• Even on his vacation B. A. Rolfe, NBC conductor, thinks and plans broadcasting. Now on his way to Hawaii, he will record broadcasts back to America through KGU, new NBC associate station, soon after his arrival in Honolulu on December 11.

Rolfe’s program will include, according to his present plans, both Hawaiian and popular American music. He will direct an orchestra of some thirty pieces, and a large mixed Hawaiian chorus. There are reported to be several good instrumental organizations in the Territory, and of course the Hawaiians are noted for their singing of native melodies, accompanied by the ukulele.

The programs from KGU are sent by short wave to San Francisco and there put on the regular NBC networks.

Mme. Schumann-Heink

On Fleischmann Hour

• One of America’s best loved voices, Madame Schumann-Heink—will sing “Silent Night, Holy Night” for a nationwide audience on Christmas Eve, December 24, 8:00 to 9:00 p.m., over WEAF-NBC.

The famous singer will be guest artist on the Fleischmann Hour with Rudy Vallee and his Connecticut Yankees orchestra in a special Yuletide program. She will sing the Christmas hymn and other appropriate songs during the festive occasion.

One bad tube puts a whole set

detected trouble—if in trouble is to be found. It accurately tells just how much good is left in your tubes.

This is part of Tung-Sol service. There is absolutely no obligation to buy anything—but if you do want to buy Tung-Sol dealer will be glad to fix you up with long-lasting, sure-fire Tung-Sol.

200 leading dealers in greater N. Y. recommend and sell Tung-Sol Tubes.

TUNG-SOL RADIO TUBES

LUBEN DISTRIBUTING COMPANY

98 Park Place

If you do not know the name of the Tung-Sol dealer nearest you—simply phone Barclay 7-4437 or Ardsley 7-6409.
CHATTING WITH—

GEORGIA BACKUS

By Margaret Ann Fraser

She looked up from the manuscript she had been busily writing upon when I entered her office in the Columbia Broadcasting Building. Her hair was all mussed up as tho she had run impatient fingers thru it. She dropped the pencil on the desk, and leaned back in her chair with a little sigh.

"Arabesque," she said, indicating the sheaf of papers before her. "I've been at it since early this morning, with only a short break at lunch time, and there are still pages to show for my labor!"

That's the way she works. She keeps at a thing until it is done. She has to, for there are many demands upon her time and talents. She writes, acts, directs, casts and auditions for dramatic broadcasts. All these things developed out of the needs of "old Columbia", for Georgia has been with the organization since those days when she had to type not only her own manuscripts but many of the continuities for other "hours". Now the department has doubled and tripled in size and she has her own little private office and secretary.

"I feel that I can produce much better material if my attention is not so divided," she told me. "In order to give one out must absorb, and I have no time to do that as things stand now. I hardly ever get the chance to listen to my radio, and as for reading anything diverting in the way of magazines or newspapers, it's impossible!"

She finds a wealth of material in just studying people. Particularly does she enjoy listening to them argue.

The Lombardo Music Makers

Before her radio career, Georgia was well acquainted with the spotlights. It was, in fact, as an actress, that she got her first job in the radio field. Over at NBC five years ago. She became interested in writing scripts, and when she submitted one to the CBS two years later, it was just the right sort of a script, as has been proven by her many contributions to radio entertainment since, and Georgia was elected a member of the Columbia Staff.

"Every time I come across one of those Nickelodeons in my wanderings, I spend every coin I have putting them into slots just to see what my fortune is. And once in a while I like to go down to Coney Island and ride at least once on everything in the place!"

After hearing that, one would imagine that Georgia, who was born on an October 13th that was a Saturday, is trying to make up for the fun she missed of claiming as her day the one which is to everybody else, a day of superstitious fear. But you won't hear any of that fun-loving quality in the rather wistful, slightly tragic, altogether appealing voice of "Myra" in "Arabesque" over WABC Tuesday evening at 10:30 P.M.

Next Week—Edwin M. Whitney, National Broadcasting Company artist will be interviewed by Miss Fraser.

Sermons Over WOR

The West End Presbyterian Church, of which Dr. A. Edwin Keigwin is the pastor, has inaugurated a series of broadcasts over WOR on Sunday mornings at 11 a.m.

The West End Presbyterian is probably the only church in the country which has built in its auditorium a special radio control room so that the broadcasting of its services may be done with ease and with as great a degree of perfection as is possible in remote control broadcasting.

Midnight Air Time

Ramos Guzman wonders why commercial sponsors simply won't buy air time after eleven P.M.

True, much of the Nation is abed by that time, but many millions are still far from the sandman's spell. After eleven, all you hear are dance orchestras, with an occasional vocalist undergong the build-up process on a sustaining.

Until midnight, at least, there ought to be enough likelihood of catching sufficient people awake to warrant at least an experiment on the part of some advertiser. Card parties, social gatherings and stay-up-lates are all good prospects, aren't they?

America's Alarm Clock

Fred Feibel

* For the past two years Fred Feibel has been America's alarm clock—starting his organ recitale at 7:30 a.m., as regularly as a chime over WABC. He is heard every day except Sunday. Feibel states that he receives mail from people who start the day with an early morning dance before going to work. They request that he play dance selections. Others write that he should play the Wedding March so they may start the day of their wedding anniversary in proper mood.

Ludwig Baumann presents Louis Sobol's "Voice of Broadway"

WOR SUNDAY 9 P. M.

Famous Stars from Broadway

And:

* Merle Johnston

and his Ludwig Baumann Orchestra

* Paul Small

Pavarotti Rodino Crooner

* Hayton and Schutt

Livly Piano Team

EUROPE and SOUTH AMERICA

As clear and loud as LOCALS!

with the new Scott

All-Wave Superheterodyne

You will wonder at the sweetness of tone and the downright realism a Scott All Wave radio brings to you.

Distant stations which you might have heard only through the medium of earphone or earplug, the beginning of the distant murmur clearing away to musical whispers—all bring their music up to you through the Scott All Wave. An insubstantial as though the artist were performing only for you, you receive his music whether he be in New York or in the far distant portals of all the earth through the precious Scott All Wave.

A 5-YEAR UNCONDITIONAL GUARANTEE FOR PERFECT PERFORMANCE

ELECTRON RADIO CO.

EXCLUSIVE DISTRIBUTORS

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ASTORIA, LONG ISLAND

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SEND COUPON TODAY

ELECTRON RADIO COMPANY, 31-12 BROADWAY, ASTORIA, LONG ISLAND.

Return within 30 days for a free sample.

Ph. Astoria 8-5603

Here are the four Lombardo Brothers, Vic, Carmen, Herbert and Eddie. They are all part of the famous Lombardo Orchestra which is heard on the Robert Burns Panatela show each Monday night at 7:30, over the WABC-CBS.
SPECIALS FOR TODAY

2:00 P.M.—WEAF-NBC—"Defending Our Children"

4:00 P.M.—WEAF-NBC—National Music League Concert

4:45 P.M.—WJZ-NBC—The Frigidarians.

5:45 P.M.—WEAF-NBC—Russ Colombo and his Orchestra—Literate Program.

Radio Log will be found on page 8

10 A.M. to 12 Noon

10:00 WOR-Floyd Rudy—American

10:05 WEAF—Mr. Hanley's Children—"The Littlest Horse"

10:15 WOR—McGinnis Family—"The Middle"

10:30 WPBH—Mr. Thomas' Children—"Cute Little People"

10:45 WPBH—Mr. Noah's Orchestra—"The Middle"

11:00 WPBH—Mr. Noah's Orchestra—"The Middle"

11:15 WPBH—Mr. Noah's Orchestra—"The Middle"

11:30 WPBH—Mr. Noah's Orchestra—"The Middle"

11:45 WPBH—Mr. Noah's Orchestra—"The Middle"

12 Noon to 2 P.M.

12:00 WPBH—Mid-day Message

12:15 WEAF—General Motors—Home Circle

1:00 WOR—Mr. Hanley's Children—"The Middle"

1:15 WPBH—Mr. Noah's Orchestra—"The Middle"

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THE JEST ARTIST
By GEORGE D. LOTTMAN

We like the story relayed to us by Felix Ferdinand, of the manufacturers of radio electrical transcriptions who wrote a colored music publisher as follows:

"We are prepared to make records of your various new compositions, but do not feel that we are in a position to remunerate you at this time. Would you be willing to waive all royalties?"

To which the dusky music man replied:

"Yours of the 6th instant rec'd. Sorry, boys, but the only thing I wawes is the American flag.

Radio press agents who credit pilfered gags to their clients are becoming as numerous as Eddie Cantor books.

We accused one of using the college mags and Joe Miller for that purpose.

"Can you blame me for pulling a Kipling?" he whined.

We didn't get it, so he explained. "I've taken my fun where I found it," he piped.

No wonder we become more and more cynical as the years go by.

Always have we wanted to watch the lad who directs the early morning health exercises. At 6.45 A.M., which is midnight on Broadway, he tells you briskly to bend over eight times, throw your chest out of the window and touch your toes with your earlobes.

It had been one of those nights, and so, en route proper, we stopped off to watch the peepist at work.

He was seated on a comfortable swivel chair, drinking black coffee during announcements and his eyes were redder than ours.

Our idea of the meanest man in the world is the lad who invites a group of friends over to listen to the Unemployment Fund broadcasts, and then don't donate a nickel to his home-town's community chest.

No, we didn't mean YOU, but if the shoe fits—

They keep saying that Graham MacNamee never gets a broadcast straight. Personally, we can understand an announcer slipping occasionally under the strain and tension of an important sports broadcast. And so we must chaste L.L.V., a contributor, who sends us the following, optimistically characterizing it as "the first of a series." Oh, yeah?

GREAT MOMENTS IN HISTORY
(As broadcast by Graham MacNamee)

"There goes the assassin, Albie Booth. He's leaping off the stage, after emptying the contents of his machine gun,—I mean revolver—at our president, Al Lincoln. The crowd's in an uproar. Wotta nite, wotta nite! Someone's grabbing Booth. It looks like Stonewall Jackson, the famous counterfeit general."

That'll do, L.L.V. So you think there's going to be a series?

If all those scimitars boys who write Ann Leaf love letters could see her huffy I wonder if they'd keep on writing? She's such a quiet little mouse, I'll bet few of the boys at CBS headquarters even know she is married.

Ben Alley doesn't click on a stage but in front of a microphone he is without compare.

HOW THEY BEGAN

SISTERS OF THE SKILLET: Ed East: once grease and painted locomotives for $9 a week, toughest job as "ice puller" in ice plant, working 12 hours daily lifting 500-pound cakes from tanks; hot work with cold cramps; got $14 a week for 7-day week. Born April 4, 1894, Bloomington, Ind. Ralph Durnke: welded pick and shovel on frozen ground digging gas mains; chopped all day at a hole two feet deep for 20 cents an hour; blisters prevented him closing hands. Born South Bend, Ind., July 25, 1899.

BRENN and the ROSS, instrumental and vocal harmonizers: May Singh Bown: got ukulele for Christmas present; originated visual diagram of ukulele accompaniments which once saved sheet music from slump got car loads of letters from amateurs. First personal appearance at wealthy New Yorker's party with G. W. (Johnny) Johnson, later NBC press relations manager, as pianist-accompanist; played half-dozen tunes all night and both bowed over when awarded $100 pay; born in New York City.

On Club Valspar Program

Aileen Clark, youthful soprano, was signed to an exclusive NBC contract twenty-four hours after she had an audition. Now she is the featured artist of the popular Club Valspar program heard each Saturday night at 9:30 o'clock over WEAF and the NBC network.

Raising Junior

ALINE BERRY

To radio listeners Aline Berry is known as Joan Lee, in "Raising Junior." In real life she is Mrs. Peter Dixon, wife of Peter Dixon, who plays the part of Kenneth Lee. The programs are heard each day, except Monday, at 6:00 P.M. over the WJZ-NBC.

Wrigley's

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**PROGRAM FOR TUESDAY, DECEMBER 8th**

- **6:45 A.M. to 10 A.M.**
  - WFCW-Weaver Health, Exercise—R. J. Haines Reader
  - WOR—Gym Classes—John Gambling
  - WOR—Morning News—Willie House
  - WGBS—Medical Clock
  - WBC—Public Service
  - WOR—Game 8:25 AM—Ward 8:45 AM

- **10 A.M. to 12 Noon**
  - WMA—Marvin Entertainers
  - WOR—Music to Make Your Home Comfortable
  - WOR—Meat Market
  - WBC—Jazz Band
  - WOR—Children's Shows
  - WAB—American Music Ensemble

- **12 Noon to 2 P.M.**
  - WOR—Midday Message
  - WOR—Jowna tion of the Air
  - WMB—Midday Message
  - WOR—Meat Market
  - WB—Hiroyo's Orchestra

**SPECIALS FOR TODAY**

- **2:00 P.M.—WABC—Musicale American—Julius Mattfeld, Conductor
  - 8:30 P.M.—WABC—November 8th

Radio Log will be found on page 8

**WPCW—Highlights of Sport**

**WPCW—Radio Highlights**

**WPCW—Spending Happiness**

**WPCW—Spending Happiness**

**WPCW—Spending Happiness**

**WPCW—Spending Happiness**

**WPCW—Spending Happiness**
Resume Cook’s Travels

- Cook’s Travalogues, with Malcolm LaPrade as narrator, will be resumed over WJZ-NBC on Sunday, December 6th at 6:00 P.M.
- For several years following inauguration of this popular feature over WJZ in 1925, the series was heard winter and summer. But LaPrade was obliged to discontinue the summer series in order to travel.

Radio Guide

An Illustrated Weekly of Programs & Personalities

On sale at newsstands on Thursday of each week. PRICE, 5 cents a copy. YEARLY subscription $2.50

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

- Artists
- Teachers
- Managers

Radio Guide is a weekly meeting place of not only the public interested in Radio, but also production supervisors, broadcast executives, advertisers-on-the-air and others affiliated with Radio. If you have a service to offer, advertising rates are most reasonable and will be given upon application. Phone or write Radio Guide, 475 Fifth Avenue. Telephone Lexington 2-6131.

Radio Guide

Adverting Rates

Effective October 19, 1931

General Advertising

Per copy line, New York Edition... 50 cts.

These are temporary rates based on a guaranteed average net paid circulation of 50,000 (New York edition) for remaining issues issued in 1931. Offers for advertising at these rates accepted only for insertion in issues issued during the balance of 1931.

Mechanical Requirements

Pages 4 columns wide by 200 copy lines deep—500 copy lines to the page.

1 page (800 lines).... 914 x 114 inches
2 columns (600 lines).... 914 x 228 inches
3 columns (600 lines).... 914 x 331 inches
4 columns (400 lines).... 914 x 445 inches
5 columns (300 lines).... 914 x 558 inches
6 columns (200 lines).... 914 x 651 inches
7 columns (100 lines).... 914 x 754 inches


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Black and white format for final release of Sunday column. Monday, the closing date of issuance. Copy must be received not later than Thursday two weeks preceding date of issuance if proofs are wanted. final copy if proofs are not desired must be sent out of city or cut out.

Radio Guide

475 Fifth Ave., New York, N. Y.
Telephone: Lexington 2-6131
PROGRAM FOR WEDNESDAY, DECEMBER 9TH

11:45 AM
NYW-Jewish Welfare Board
WOR-Dudley Perkins—Selbert-Wilson Program
RPM-Deason Surgery Program

7:00 AM
WGS—Fahn, Inc.

3:30 PM
VW—WACB—Orchestra

4:00 PM
WOR—WACB—Orchestra

2:30 PM
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SPECIALS FOR TODAY:

3:45 P.M.—WOR—William O. Ludlow—"Prosperity—Helping Its Return"


9:30 P.M.—WOR—Advertising Club Dinner—Kenneth Cole

Radio Log will be found on page 8

12 Noon to 2 P.M.

12 Noon to 2 P.M.

12 Noon to 2 P.M.
MACY PROPAGANDA

invades Fifth Avenue

THAT fence on Fifth from 49th to 50th Street! What a delight to our soul! Every time we go by on the bus we think of our favorite store.

POST NO BILLS

says the fence over and over again. And that always sounds like Macy propaganda to us, because for 73 years we've been extremely active in that safe and sane school of thought, which holds with posting no bills whatever.

We believe it pays to pay cash. And incidentally, there were 34,000,000 transactions made at Macy's last year,—all for cash of course,—which indicates that a good many people subscribe to the same idea. They enjoy getting a lot for their money. They enjoy being free from first-of-the-month hangovers. That's why we go on buying and selling for cash only. That's why

NO ONE IS IN DEBT TO

MACY'S

34th STREET AND BROADWAY

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