Radio Guide
The National Weekly of Programs and Personalities
Vol. 1, No. 8
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SETH PARKER—HUMANIST
YOUTHFUL PHILOSOPHER LOVED BY MILLIONS

HE is only twenty-eight years old—yet Phillips Lord has the vision and understanding of a seventy-year old rural philosopher.

As Seth Parker, the lovable old man who has delighted and helped millions of radio fans with his imaginary "githerings" at his home in Jonesport, this genius has in truth found the hearts of 10,000,000 radio listeners in his Sunday night programs over WEAF-NBC at 10:45 p.m.

The peaceful homespun atmosphere of the Jonesport neighbors as they gather together on Sunday nights distills in our minds a feeling of peace and quietude. We sit back and, in spirit, transport ourselves to the old fashioned sitting room in the cottage by the sea. We, too, wait until the mellow tones of the old melodeon sound out the first chord of our favorite hymn—and we forget—for a bit of surcease from the unending patter about economic depression and other real and imaginary ills—just for a moment.

A few weeks ago Phillips Lord completed a nation-wide tour of seventy cities with the complete cast of his Sunday night WEAF-NBC program. He was acclaimed by multitudes everywhere. It is said that his personal appearances were met by demonstrations rivaling receptions to the nation's greatest heroes. He was feted everywhere, and his public appearances took on the aspect of the old revival meetings.

And as a monument to his efforts, the great motion picture, "Way Back Home," was made, and now millions of his radio fans are flocking to the movie theatres to see 'their' Seth Parker and his little group on the screen.

A few years ago, Phillips Lord would have smiled had you told him that he was to be the idol of a nation of radio fans. Although born on a farm in Maine, Lord spent a good deal of his youth in Meriden, Conn., where he went to grammar and high school and eventually (Turn to page 13)
Pianist On Melody Hour Broadcast

Heard On Dutch Masters' Cigar Program

* Carolyn Gray is one of radio's best known pianists. She is heard on a number of NBC programs, including the Melody Hour broadcast each Sunday morning at 8:00 A.M. over the WEAF-NBC network.

**REVIEWSING RADIO**
* Perhaps you've heard the story of the NBC page boy who went to sleep every morning counting the vice-presidents as they filed in.

* What has become of the Columbia System's projected build-up of Richard Tauber, to whom Mr. Paley took such a fancy while abroad?

NBC's greatest difficulty in series build-ups has been a famine of time. Steady spots are difficult to find for artists who need those builds. One solution might be the trimming of dance orchestra time throughout the network to 15 minutes for the ordinary maestro, and half an hour for Whitman, Lopez, etc. This would provide perhaps each spots a week on the networks, which would allow two five-a-week builds.

* It is a never-ceasing wonder to me that some chain doesn't kidnap WOR's Raoul Mario. I've never met the gent, but listening to his "Inside Stuff" the WOR newspaper drama gives me the hee-haw sort of a writer who could flash across the networks with his brilliancy. He's the only author of radio dramas that knows how to weave suspense, conflict, emotion, comedy and all the other necessary ingredients without making a mess of the stew.

* The Enor Crime Club stories, which started out with such gripping opuses, principally those by Rufus Woods, are growing a bit sloppy, and using cheaper ingredients. I'm sorry about this, because they are the only available mysteries. What a loss to fandom when the Shadow tottered from his underworld throne into those Street and Smith love stories.

* The Lucky Strike sponsor's penchant for borrowing orchestras from distant points doesn't seem to pack the punch. My own observation of listeners' reactions is that they react unfavorably to continuity breaks and that three orchestras a week are sufficient unto any one offering. But I'm told the first of the year will bring us newer and possibly better things designed to exploit Luckies.

* To settle arguments and to stop this betting, Russ Columbo is really a tenor and not a baritone, but sings low and close to the mike that gain certain effect. And Singin' Sam is both la basso and baritone.

* Christmas presents are already rolling in on the radio artists. At this time last year, half a dozen of them reported the receipt of checks and gold pieces. The presents thus far received this season, reflect the depression. Gloves, sweaters, shawl, shirts, fountain pens and similar utilitarian articles dominate.

* The dope is that the Metropolitan Opera Company will be taking the NBC air within a few weeks after January 1, and possibly earlier. The bigwigs of the opera company and those of the NBC are smiling at each other these days—because of Paul Cravath, now head man of the opera, who is also associated more or less with NBC. It begins to look as if it was Mr. Otto Kahn who kept the Metropolitan Opera off the air all these years.

* Marcella Shields, one of the most popular NBC actresses, is heard regularly in the Dutch Masters program broadcast each Wednesday at 9:30 P.M. over the WJZ-NBC network.

**THE JEST ARTIST**
* Nominated as the funniest bit of broadcast business of the week: The Sherman Keene-Alen Meany "Musical Doctor" program on WOR, which featured a chorus of stooges from Columbia, O., offering the aria from the opera "Colossus."

* "Things are picking up," is the optimistic observation of the Campbell Soup maestro, Howard Lavin, who, incidentally, now displays his musical wares a quartette of times weekly. Pleased for an explanation, Howard observed: "Panhandlers are only asking for dimes now, or fare to their families in Philadelphia. Last year the customary request was for a dollar, or fare to get back to their families on the Coast."

* "What are you thankful for?" this column inquired of an exuberant radio editor who, on Thanksgiving night, was giving plenty of outward evidences of gratitude to his bootlegger. He replied in verse, which, as near as we can remember, went like this: "I'm thankful for the magic switch, it turns it on—care flies yell-mell, But sometimes I am thankful, too, That I can turn it off, as well.

* Felix Ferdinand, the bandman who, until recently, broke all records with a fourteen-times-a-week sustaining broadcast over the CBS chain, informs this Jester that he is working on a new invention, which is expected to be an improvement on television.

* It will enable the artists to see the listener," he explains. It doesn't seem possible, but we'd give all the tubes in our set to see the expression on some artists' faces when, during their television broadcasts, they spy a disgruntled listener hastening to his radio to TURN THEM OFF!

* Andy Sannella, NBC virtuoso and stick-waver, is a rabid amateur radio operator. His station in Scarsdale is one of the largest "ham" outfits in the world.

* The other day Andy was reminiscing about his first week as an operator. "One morning, soon before dawn, a station call through the air like a whip. I checked the call letters, and noted they identified an operator in the Canal Zone. Hurriedly I established communication, and got the thrill of my life chanting with the early bird.

"Imagine talking to somebody in the Canal Zone," I said finally.

"Canal Zone, hell," was the answer. "You're probably using last year's call book. I'm in Scarsdale!"

"Imagine my embarrassment," Andy concluded. "The fellow lived less than a block away!"
BETTY COUNCIL is one of radio's foremost feminine announcers. Her Southern accent is a feature of the Pond's Dance Program, broadcast each Friday at 9:30 P.M. over the WEAF-NBC network.

RADIOODITIES

• ODORIT MYRTIL, mistress of cere monies on NBC's Guest program, has, since living on Long Island, become a mackerel fishing enthusiast. She baits her own hooks and uses worms!

• JACK SMART, CBS's March of Time actor, is versatile if nothing else. In one series of news dramatizations he has portrayed a British laborer, Al Capone and a negro chauffeur. His latest accomplishment was learning enough Chinese, after one rehearsal, to play the part of General Ma's servant. He took his Chinese lesson from the Oriental actor who portrayed the General in the program, and now he knows enough of the language to be able to order champagne and to announce the situation "at the front".

• WOR's famous protestor is again at large. Several years ago the gentleman entered the studios and announced that nothing in the world irritated him so much as the voice of one of the announcers and that he had brought along a razor to put an end to the annoyance. He was finally subdued and subsequently incarcerated in an insane asylum. Word was received last week that he had been released and now the announcers are paying particular attention to their diction!

• Fairfield County, Connecticut, has added 'Sherlock Holmes' to its staffing staff. Richard Gordon, who portrays the famous detective for NBC three weekly, proudly wears the star of a Deputy Sheriff. The badge was pinned on with proper ceremony by Thomas F. Reilly, High Sheriff, and now Mr. Gordon is seeking a "Dr. Watson" to assist him with his unique methods of crime detection. P.S.—He also needs a crime.

• ADIE VASA is known to the radio audiences as a soprano singer, yet she can also play the accordion, harp, piano and violin.

• The day before Thanksgiving was the hardest day for Colonel Stoop nagle and Bud (The WABC-CBS Tasty casters) since they hit New York. It started at 8:30 A.M., when they had to appear at the RKO-Royal Theatre, in the Bronx, to rehearse for their vaudeville debut. After that came four stage performances, their Tasty East radio show, a theatrical benefit in New York City, and, last, a ride to Jersey City to appear in another benefit at two in the morning.

• One of football's most enthusiastic followers is WOR's Al Woods, but he doesn't attend any of the games because he would be unable to sing for at least two days afterwards.

• B. A. ROSEN, original conductor of the Lucky Strike orchestra, and now on a vacation trip to Hawaii, was met by a host of friends and admirers when his ship reached Balboa, Canal Zone.

• Marion Harris, former stage and screen star, is now heard regularly over NBC networks. Miss Harris has been starred in many Broadway successes and on RKO vaudeville. She has also made numerous phonograph recordings. Her programs are broadcast each Tuesday, Friday and Saturday at 11:00 P.M. over the WEAF-NBC network.

THE WALLS HAVE EARS

• The radio version is "it's the sponsor who pays and pays and pays" . . . And if that rumored Vallee heir is a girl, will they dub it "Lilly of the Valley"?

• Although that Bert Lown troupe continues taking salary cuts from the Biltmore, rumors persist that he is headed out! . . . We've discovered what's happened to Amos 'n Andy . . . They're hiding behind Paul Whiteman in Chicago!

• The Bowell Sisters travel together wherever they go . . . Eddie Cantor is clicking like a taxi-cab meter . . . Take this scribe's advice, get an outfit of Abe Lyman's merry ensemble . . . It's a treat . . . That Landis Trio has been temporarily reduced to a duo, because one of the brother's tonsils talked back . . .

• The Rudy Vallee fan clubs are going strong . . . There are 30 of them now scattered all over the country, most of them having from 500 to 800 members and each unit gets out bulletins of news concerning Rudy's doings.

• Since he's left the Columbia organization, Nat Brusillo has obtained three new commercials . . . Both Kate Smith and Vincent Lopez, among many other things are nearsighted.

• Ted Black and Guy Lombardo are still feeding in the Valley-Osborne manner!

• The Norman Brokenshires who were further apart than even CBS and the NBC, are billing and coming again . . .

• That Virginia Arnold, (she's a staff pianist at double-you-abe-see) and Don Ball, the word slinger, romance which has been budding for quite some time now, will blossom forth most any day . . . Cornell, the accordion man, who recently left the ailing room, is back in again and this time very, very sick . . .

• The limy evening gowis, worn by the femme patrons of the Biltmore Grill, are making Bert Lown's musicians quite uneasy these wintry nights . . . Wagers, we are reliably informed are regularly made as to the 'nether apparel worn by the ladies who covet by the bandstand . . .

• Those artists who microphone on the RKO hour weekly, don't receive a cent for their efforts.

• It's sort of an unwritten rule over at that Fifth avenue air factory that employees are not allowed to go dating with any of the good-lookers who guard the corridors during the day.

• More and more musicians are being ousted since the Erno Rappe regime has taken control of the NBC music . . . What ever happened to that suit which Yolanda Langworthy, the originator of those "Arabesque" stories, threw at Columbia? . . .

• Lottie Neibit of NBC and Larry Funk, the band of a thousand melodies man, are using the same wave length in a serious way, with a ring to broadcast the news . . . Teddy Bergman, formerly of the Henry-George program, and Paula Howard, a niece of Willie and Eugene, don't care any more . . . They do say that Al Katz's nose is being wired for television!

• Of course you've heard about the sponsor who insisted that they have mirrors installed in the studio, so that he could see what was going on . . .

• Rudy Vallee's room in his apartment at 55 Central Park West, looks like an art gallery with all those pictures of himself hanging around . . . And Paul Whiteman just won't ride in an elevator . . . He can't take it . . . You know those woozy-oozy feelings you get in your stomach when you take those ups and downs . . .
PROGRAM FOR FRIDAY, DECEMBER 11th

11:00 A.M. — WAF-WEAF-Modern Living — Drama
11:30 A.M. — WGBS-Piano Recital — Piano Recital
11:45 A.M. — WGBS-Opera — Opera
12:00 P.M. — WGBS-News Flashes — News Flashes
12:45 P.M. — WGBS-News Flashes — News Flashes
1:30 P.M. — WGBS-News Flashes — News Flashes
2:15 P.M. — WGBS-News Flashes — News Flashes
3:00 P.M. — WGBS-News Flashes — News Flashes
3:45 P.M. — WGBS-News Flashes — News Flashes
4:30 P.M. — WGBS-News Flashes — News Flashes
5:15 P.M. — WGBS-News Flashes — News Flashes
6:00 P.M. — WGBS-News Flashes — News Flashes
7:00 P.M. — WGBS-News Flashes — News Flashes
8:00 P.M. — WGBS-News Flashes — News Flashes
9:00 P.M. — WGBS-News Flashes — News Flashes
10:00 P.M. — WGBS-News Flashes — News Flashes
11:00 P.M. — WGBS-News Flashes — News Flashes
12:00 A.M. — WGBS-News Flashes — News Flashes
1:00 A.M. — WGBS-News Flashes — News Flashes
2:00 A.M. — WGBS-News Flashes — News Flashes
3:00 A.M. — WGBS-News Flashes — News Flashes
4:00 A.M. — WGBS-News Flashes — News Flashes
5:00 A.M. — WGBS-News Flashes — News Flashes
6:00 A.M. — WGBS-News Flashes — News Flashes

SPECIALS FOR TODAY

11:00 A.M. — WAF-WJZ-NBC — Walter Damrosch Directing Music Appreciation Hour
3:15 P.M. — WJZ-NBC — Radio Guild — "School for Scan- ne son" (Radio Guild — "School for Scandal"
4:45 P.M. — WABC-CBS — Curtis Institute of Music

Radio Log will be found on page 8

10 P.M. — WGBS-Weather Reports — Weather Reports
broadcast marks Marconi anniversary

• five continuous radio roll call around the world arranged by the NBC to celebrate Marconi day, December 12, thirtieth anniversary of the first successful attempt to span the Atlantic by wireless.

M. H. Aylesworth, president of NBC, characterized the celebration as the biggest international mass undertaking ever undertaken.

Australia, Japan, Brazil, England, Argentina, France, Germany, Italy, Poland, Belgium, Holland, the Philippines, Hawaii, Canada, Hungary and the United States will participate in the program, hooked in a single network, the largest ever set up.

Guglielmo Marconi will speak over the world-wide span on this anniversary of the most important day of his life—a day on which was born a device that has saved thousands of lives, and now unites the world in a net of instantaneous communications.

On December 12, 1901, Marconi sat in Cabot Tower in St. John's, Newfoundland, and heard three faint clicks...the telegraphic code for the letter S, which had been originated a fraction of a second before by contacts of a key in Marconi's specially constructed station at Poldhu, South Cornwall, England.

Those three clicks, in a longer combination thus...form the S O S. They have brought rescue to passengers and crews of innumerable ships in all the seven seas. That symbol still halts broadcasting everywhere within its reach, so that the commerce and entertainment of the world may not interfere with the urgency of saving endangered lives.

The anniversary program will go on the air between 3:00 and 6:00 p.m. on December 12th. The exact hour has not been set, as a multitude of intricate technical details must be arranged in order to tie together so many broadcasting stations in a smoothly working unit. NBC engineers and technical experts have been working for weeks in cooperation with officials of the various countries to perfect the network so it may function without a flaw.

Scientists and other personages of the cooperating nations will speak briefly during the program in honor of Marconi, and music will be heard from many points around the world.

March King Royalty

• John Phillips Sousa, the march king, holds court before his broadcast each Tuesday over WEAF and the NBC network. As the members of his band arrive, each of them greets him personally, giving a more or less royal atmosphere. Mr. Sousa and his band are heard on the Goodyear broadcast at 8:30 P.M.

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WANAMAKER'S—RADIO SALONS, FIFTH FLOOR, SOUTH BUILDING
SPECIALS FOR TODAY

**11:00 A.M.—WABC-CBS—N. Y. Philharmonic Symphony—Children's and Young People's Concert.**

**12:00 P.M.—WLC-F—Unknown.**

**1:00 P.M.—WNYC-AM—Venezuela Symphony.**

**2:00 P.M.—WABC-Salon Musicale.**

**3:00 P.M.—WABC—Spanish Serenade.**

**4:00 P.M.—WABC—Carborundum Hour. Indian Air at the Piano.**

**5:00 P.M.—WABC—Organ Flashes.**

**6:00 P.M.—WABC—Dr. Pratt—Organ Talk.**

**7:00 P.M.—WABC—Dr. Pratt—Organ Talk.**

**8:00 P.M.—WABC—Dr. Pratt—Organ Talk.**

**9:00 P.M.—WABC—Dr. Pratt—Organ Talk.**

**10:00 P.M.—WABC—Dr. Pratt—Organ Talk.**

**11:00 P.M.—WABC—Dr. Pratt—Organ Talk.**

**12:00 A.M.—WABC—Dr. Pratt—Organ Talk.**

**1:00 A.M.—WABC—Dr. Pratt—Organ Talk.**

**2:00 A.M.—WABC—Dr. Pratt—Organ Talk.**

**3:00 A.M.—WABC—Dr. Pratt—Organ Talk.**

**4:00 A.M.—WABC—Dr. Pratt—Organ Talk.**

**5:00 A.M.—WABC—Dr. Pratt—Organ Talk.**

**6:00 A.M.—WABC—Dr. Pratt—Organ Talk.**

**7:00 A.M.—WABC—Dr. Pratt—Organ Talk.**

**8:00 A.M.—WABC—Dr. Pratt—Organ Talk.**

**9:00 A.M.—WABC—Dr. Pratt—Organ Talk.**

**10:00 A.M.—WABC—Dr. Pratt—Organ Talk.**

**11:00 A.M.—WABC—Dr. Pratt—Organ Talk.**

**12:00 Noon—WABC—Dr. Pratt—Organ Talk.**

**1:00 P.M.—WABC—Dr. Pratt—Organ Talk.**

**2:00 P.M.—WABC—Dr. Pratt—Organ Talk.**

**3:00 P.M.—WABC—Dr. Pratt—Organ Talk.**

**4:00 P.M.—WABC—Dr. Pratt—Organ Talk.**

**5:00 P.M.—WABC—Dr. Pratt—Organ Talk.**

**6:00 P.M.—WABC—Dr. Pratt—Organ Talk.**

**7:00 P.M.—WABC—Dr. Pratt—Organ Talk.**

**8:00 P.M.—WABC—Dr. Pratt—Organ Talk.**

**9:00 P.M.—WABC—Dr. Pratt—Organ Talk.**

**10:00 P.M.—WABC—Dr. Pratt—Organ Talk.**

**11:00 P.M.—WABC—Dr. Pratt—Organ Talk.**

**12:00 A.M.—WABC—Dr. Pratt—Organ Talk.**

**1:00 A.M.—WABC—Dr. Pratt—Organ Talk.**

**2:00 A.M.—WABC—Dr. Pratt—Organ Talk.**

**3:00 A.M.—WABC—Dr. Pratt—Organ Talk.**

**4:00 A.M.—WABC—Dr. Pratt—Organ Talk.**

**5:00 A.M.—WABC—Dr. Pratt—Organ Talk.**

**6:00 A.M.—WABC—Dr. Pratt—Organ Talk.**
MIKE-O-GRAPHS

By NONA BENET

- "Your announcer ... JAMES WALLINGTON." He is one of NBC's favorites — he is also the newly accepted "Straight man" for Eddie Cantor. He's tall and has actually six feet one and one-half inches ... and he carries 195 pounds around with him. You'll call him "Jimmy" fifteen minutes after you meet him ... everyone does.

Each night he takes the winding trail to Freeport, Long Island ... and doesn't mind the trip.

A reception committee in Rochester, N. Y., greeted him on his arrival into the world ... he wasn't impressed.

He parts his hair in the center ... it's dark brown, but polished so that it appears black. Blue eyes with envious lashes ... perfect teeth ... and a mustache that proves his relationship ... it's parted in the center, too. He's dangerously attractive.

The only child ... but bears no signs of it. Doesn't give a damn about clothes ... wouldn't wear them ... if there wasn't a law against it.

He's never alone.

Was broke about a year ago ... applied for a job to make radio sets ... the only job open was for announcer ... he took that instead.

Has broken every superstition ... never had any ill effects ... so he thinks they're the bunk.

They taught him how to read and write at Union College, Schenectady and University of Rochester. He boasts a B.A. ... and he's not sorry about the reading part. Has a pet penchant for photography ... but considers himself an amateur at it.

The only time he isn't smoking is when he's eating. Declares this is a dry country and that he obeys its laws ... but he didn't say positively.

Would rather drive an automobile than eat, sleep ... or what have you.

Wears a wedding ring! It's an exact replica of the one his wife has.

Was all wet when he met his wife ... they were both swimming in the ocean. She is the well-known dancer ... Stanisiewa Burkewicz.

His great big ambition is to be a success ... doesn't care at what.

Sleeps ... secure ... and on his back ... with the top of his pajamas tucked in. Thanks money is swell ... but it's got to be from honest labor. Despises chiseling.

JAMES WALLINGTON

He's the second announcer I know who prided his wife more than anything else and both the wives were Polish. They must have something ... these Polish women.

When he talks he will fold his hands and rest his cheek against them.

Lied children but hasn't any. Evidently took that thrust seriously ... you know ... "May all your children be announcers" ... but he has a pedigreed bulldog. Does all his own shopping and does it rapidly. Recently bought three suits in five minutes. P.S.—They fit him, too.

Keeps a scrapbook ... also photographic remembrances of everything he was ever connected with. Answers all his fan mail himself.

There's a possibility of him going "legitimate" with Eddie Cantor ... if he does ... he'll wow them.

Despite all the hero-worship and the fame he is securing, Jimmy Wallington has maintained an unassuming charm that captivates you. He's the voice of NBC on the Chase and Sanborn hour, General Electric, Stebbins Brothers, and Domino Sugar.

(Mobiloil Network - Now Coast to Coast)

The first coast-to-coast Mobiloil Concert series will be inaugurated over the WEAF-NBC network on Wednesday, December 16th at 9:30 p.m., with Nathaniel Shilkret as master of ceremonies and Gladys Rice, (at right), soprano soloist. John Holbrook, director of the network, was present.

Holbrook will be married on December 31st to Katherine Renwick, petite NBC actress, who was formerly on the stage with Irene Bordoni and others. They met in the Studios.

Pompeian Make-Up Box Beauty Expert

- Jeanette de Conder, Beauty expert, is featured on the Pompeian Make-up Box program, Monday nights at 9:00 p.m. over the WABC-CBS network. Nat Brusiloff's orchestra is heard during this broadcast.

New Jewish Concert Bureau Organized

The Jewish Radio Concert Bureau, with offices at 320 East 5th Street, New York City, has announced that they will shortly bring to the microphone, the most noted Jewish artists and composers. No announcement has been made yet, as to what stations the programs will be broadcast from.

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SPECIALS FOR TODAY

11:30 A.M. — WAEF-NBC — Capitol Theatre Family
12:30 P.M. — WABC-CBS — Thomas Stearns Eliot — International Broadcast
3:00 P.M. — WABC-CBS — N. Y. Philharmonic Concert
5:30 P.M. — WAEF-NBC — Eremizythlist — General Electric Twilight Hour.
9:15 P.M. — WAEF-NBC — Atwater Kent Final Auditions.

A. 8:30 A.M. - 9:00 A.M.

8:00 WAEF-Mother Hooper — Fibroid Disease — The American Cancer Society. 

B. 9:00 A.M. - 9:15 A.M.

9:00 WMA-Dark Side of the Moon.

C. 10:00 A.M. - 10:15 A.M.

10:00 WMA-Bette Davis — A Gentleman's Agreement.

D. 10:15 A.M. - 11:00 A.M.


E. 11:00 A.M. - 11:15 A.M.

11:00 WMA-Nine in the Afternoon — The American Film Festival. 

F. 11:15 A.M. - 12:00 P.M.

11:15 WMA-The Holocaust — Remembering the Victims of the Holocaust.

G. 12:00 P.M. - 12:15 P.M.

12:00 WMA-Fred Astaire — The Tap Dance King.

H. 12:15 P.M. - 12:30 P.M.

12:15 WMA-Jesse James — The Legend of the West. 

I. 12:30 P.M. - 12:45 P.M.

12:30 WMA-The Great Train Robbery — The Birth of Westerns. 

J. 12:45 P.M. - 1:00 P.M.

12:45 WMA-Dick Tracy — The Hero of the Metropolis.
CHATTING WITH—

Edwin M. Whitney

By MARGARET ANN FRASER

He was born on St. Patrick’s Day, fifty-four years ago, which may or may not account for the perpetual twinkle in his bright blue eyes.

“I’ve been acting ever since I was a little fellow,” he said. “In school plays and so on. I was blessed with an excellent memory, and when I decided against taking up my particular career I wanted to follow it, stood me in good stead. I used to make a specialty of memorizing whole plays and giving them in compact monologue form. There were usually from twelve to twenty characters in each play, and I took every part myself. At one time I had ten plays ’under my hat’ ready to give.’ A fact which is positive proof of the remarkable memory.

Altho a minister’s son, he never experienced any family opposition to his chosen profession. He and his brothers formed a quartette at one time being known as the Whitney Brothers. He himself has spent over twenty years with the traveling Chautauqua circuit and has been in about every State in the Union. He still gets letters from fans who, hearing him over the air, write to ask if he is the same Ed Whitney of the Whitney Brothers Quartette, and the Chautauqua company.

He has been with NBC since the early days of 1927 Broadway. He has what he calls a ‘Whitney bunch’ and it led him to radio. Altho his original try-out was for a position as an announcer, the officials soon decided that his previous experience in the music business would prove more valuable in the production department, so they organized it and Ed Whitney became the first production man with the National Broadcasting Company. He is still, officially, just that, but when something like “Captain Jimmy” on the Harbor Lights program comes along, he steps in and presents, to the delight and thorough enjoyment of the radio audience, a very real, very lovable character.

“Captain Jimmy,” he said, “is a character in which I have been sincerely interested. For he is just what I would like to be when I get old. That is, he added—the blue eyes twinkling even more merrily—’if I ever do get old!’

Advisedly does he add that—for it seems impossible to believe that anyone with eyes like Ed Whitney’s ever could ‘grow OLD’! In addition to the eyes, there is his general appearance. He is clean-shaven, fresh complexioned, has a dimple in the center of his chin, and gives the impression of being keenly alive. He has a lovely deep voice, and speaks very clearly and easily. His favorite dishes are his mother’s home-made bread, cinnamon buns and allspice apple pie. She is eighty-one years of age, but still young in spirit, and whenever Ed is expected home, she does his apron and visits the kitchen to make his favorites for him.

Until another “spot’ can be found for the Harbor Lights program, you can hear Ed on the “Real Folks’” hour every Monday night at 10:00 P.M., and on Ridgel’s “Believe It or Not” program every Wednesday and Friday night at 7:45 P.M. Both broadcasts are over WJZ-NBC. But along with all those making fans who are going to miss Captain Jimmy, we hope that “spot’ will soon be found. If there’s anything in that old adage about ‘supply and demand’ we have a ‘Whitney bunch’ that it will.

(Next Week—Ennery Deutsch, eminent young violinist and orchestra leader of the Columbia Broadcasting System, will be interviewed by Miss Fraser.)

Metropolitan Opera On Air Soon

The Metropolitan Opera on the air came nearer today when NBC engineers began drafting plans for microphone locations and a control and observation booth in one of the upper tiers, to be submitted to Edwin Ziegler, assistant general manager for the Metropolitan Opera Company.

Installation and construction work will commence as soon as the plans are approved by the opera company, and within the next week actual acoustical tests will be under way.

As soon as possible thereafter portions of regular performances of the nation’s leading opera company will be made available to listeners throughout the United States. With the realization that a great part of the country cannot hear opera because it is available only in the largest cities, the National Broadcasting Company is bringing opera directly from the stage of the Metropolitan to the homes of music lovers.

Although it will be several weeks before the necessary arrangements for broadcasting can be completed, the services of Deems Taylor, well known music critic whose own compositions have been heard from the Metropolitan stage, have already been obtained as narrator for the series of operatic programs which will follow Assistant General Manager Ziegler’s approval of the NBC plans.

The new parabolic microphone which has been used so successfully at the Chicago Civic Opera is expected to be put in use at the Metropolitan.

Did You Know That—

• Russ Columbo is an all-round athlete as well as a singer.
• Mrs. Freddie Rich is the former Margaret Lawton, British musical comedy star.
• Jesse Crawford spends three hours in preparation for his fifteen-minute broadcast.

AT LIBERTY

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10:45

WNYC-N. Y. Police Dept.
WOR-Silva White Candle
WNYC-Jill Edwards & Parker
WNYC-Flying Strings—Composi
tional Tales
WOR-Bowtiful Bow "Bow-
chewers" Orchestra
WOR-Bowtiful Bow, pianist

11:00

WNYC-Mid-Mississippi
WOR-General Electric House Circle
WOR-Journal of the Air
WOR-Morning Music
WOR-W. T. Stock Quotations

11:15

WNYC-Mooer's Dog Cycle
WOR-John Dow's Society
WOR-Radio Society
WOR-Vapex, Inc.
WOR-Bowtiful Bow, pianist
WOR-W. T. Stock Quotations

11:45

WNYC-Morning Coffee
WOR-3:45 P.M. Drama Program

Special for Today

2:00 P.M.—WEAF-NBC—"Half A Battle Won"—Homer Folks

4:00 P.M.—WEAF—Last Music League Concert

5:15 P.M.—WJZ-NBC—Hon. James B. McKeef—The Diminish

6:30 P.M.—WABC-CBS—Vapex Presents The Mills Brothers

CD-ROM
The Mills Brothers, radio's newest sensation, are now heard on Mondays and Thursdays at 9:00 P.M., over the WABC-CBS network. This broadcast is sponsored by E. Fougera Company, makers of Vaper.

In addition to their radio work, the boys are also proving immensely popular in New York vaudeville and are being featured at Connie's Inn, famous Harlem night-club. Their rise to popularity is the talk of the radio world.

Ripley Broadcasting—
(Ed. Note—Radio's Marcio Polo goes into the inside story on some of his Believe-It-Or-Net.)

A letter arrived the other day from one who has been listening-in on my "Believe It or Not" broadcasts. The writer remembered that I had told of a radio audience that both the songs "America" and "The Star Spangled Banner" came from drinking songs, and he wondered if the same applied to the old favorite, "Yankee Doodle."
The song, "Yankee Doodle," on the contrary, had a respectable origin. It comes from an old church tune and was sung at St. Peter's in Rome in the Twelfth Century. Later an English nursery rhyme was set to the same music.
The song, Yankee Doodle, got its name from the Dutch. It was a reaper's song in Holland. Yanke is the diminutive of Jan. It really means "Little Johnny" and is a collective name for the farmers of the Netherlands. Daddie means to play the bagpipe, or a dudelsack, as it is called.

Yankee Doodle also turned up in Hessen, Germany, and as a dance in San Sebastian, Spain. Finally it came to be a joke, or rather two jokes, first, one on Oliver Cromwell, and then one on the British during the Revolutionary War.

Cromwell rode into town one day on a small horse wearing only a single plume in his hat, fastened with a "macaroni"—macaroni being a particular style of knot or bow. It was an era when men dressed elaborately with fancy trimmings, so the English folks, borrowing from their own nursery rhyme and also from the Dutch reapers' song, sang a song to deride Cromwell with the following words:

"Yankee Doodle came to town,
Upon a kentish pony,
He stuck a feather in his cap
Upon a macaroni!"
The British intended it to be funny, but the joke was on them in the long run. A Dr. Schulsbury, British regi-
menal surgeon, suggested the words and it was sung in derision of the ragged colonists who were recruited by General Braddock in 1755. But twenty-five years later, the British leader, General Cornwallis, heard it played triumphantly when he sur-
rendered at Yorktown to the very rebels Yankee Doodle had made fun of. Believe it or not?

The Editor's Mail Box
(A column devoted to answers to queries from readers pertaining to radio, radio artists and kindred subjects.) Address Editor's Mail Box, Radio Guide, 475 Fifth Ave., N. Y.

The Goldstein, Seabury Place, N.Y. —Baby Adele Kondlar is eight years old. If you will watch the future is-

sues of Radio Guide, you may see pic-
tures of the artists you requested us to publish.

Guido D. Janis, Washington, D. C. — You can reach Mr. Mack of the team Moran and Mack, by writing to him at Newhall, California.

Clara Avery, Brook, N. Y. — The Atwater-Kent auditions was won this year by Eugene Thomas, Albee Build-

ing, Washington, D. C.

S. K., Newark, N. J. — Thanks for the compliments and suggestions. Phil Brito who sings over WJCH is very young, somewhere around nineteen or twenty, and you can write to him in case of that station, to request a photo-

graph.

G. H., New Haven, Conn. — The program about which you enquire called "Daddy & Rollo", was at one time broadcast over the Columbia chain, sponsored by the LaPalina Cigar Company. Right now it is not on the air, but there is no information has been given out as to when the radio audience may expect it. However, if you really want to hear the "sweet voice of Rollo" who by the way was christened Don-

ald Hughes, listen to the "Adventures of Helen & Mary" every Saturday morning over WABC at 10:30 a.m.

James A. Speen, Brooklyn, N. Y. — I hope this information will settle that argument—you are both wrong. Paul Oliver, the tenor of the Palmolive Hour on NBC, was born and raised un-
der the name of Frank Munro, but both he and Olive Palmer decided recently that the radio audience has known them for such a long time under the names which you use that hour, that they went to the courts the other day and had their names legally changed to the ones you know them by—Paul Oliver and Olive Palmer.

Legaretter, Chaffee Avenue, N. Y. — Here is the news about Bing Crosby that you asked for. No, he has not been married more than once. He has already made four of a series of six Movie Shorts—ask your local Theatre manager for showing dates.

Says Eddie Cantor!
• For maritial happiness, a wife should love her husband, as he loves himself!

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Radio Guide

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Connecticut, he felt the sensation of awe that usually overtook the newcomer. He wished that he could know the peace of the Maine woods, as he had known it when a boy on his grandfather's farm. He longed to bring it to them. Lord was quick to be touched by the sharp contrast between the pulsating life all about him and the quiet pastoral where he had grown up as the son of Rev. Albert J. Lord, minister of the First Congregational Church of Meriden, Conn.

He became a young man with a mission. Finding himself an insatiable reader he began writing his message—stories based on country life, designed to heal the jaded soul of the New Yorker. No one paid any attention to Phillips Lord except the postman who brought him his rejection slips. Finally he got a job in a candy factory to support his wife and baby, and continued to write at night.

This was the turning point in his career. One night he happened to hear a certain broadcast at the home of a friend. It was a sketch of rural life. To countrybred Mr. Lord, it seemed preposterous. He jumped into a taxi and arrived at the broadcasting station just in time to meet the performers coming out.

Although his suggestions for improving the sketch received scant attention, the incident gave him the idea that started him on the road to success. He wrote a vignette of country life around one of his own boyhood memories, the village singing school, rehearsed it with a few friends, and persuaded a local station to let him try it on the air. The next morning a flood of letters brought proof that the young man from the country had the right idea. The popularity of the "Old-Fashioned Singing School" grew. Soon five stations were broadcasting it. Phillips Lord gave up his job, set up a small office and devoted all of his time to writing and producing the sketches.

Soon the great ones of the radio industry began to listen in on the young man from Connecticut, whose weekly performances were bringing in a flood of letters. The National Broadcasting Company invited him to broadcast over their nationwide network. For this larger venture, he created a new program. Digging deeper into his store of memories — back to the days when he used to broadcast over the New England countryside for his grandfather's high-wheeled buggy.

STUDIO GOSSIP

Lew Conrad and the NBC have kissed and made up. As far as this scribe is concerned, Belle Baker is worth her weight in microphones, any time. Columbia is plotting the building of six new studios and a green room for the musicians.

- There's a book on the presses that will do to radio, what "Quer People" did to the movie industry—tear the lid right off, only more so. It's labelled "Behind That Microphone", taking the Messrs. Sarnoff, Paley, Aylesworth and their employees for a stiff editorial ride. And will their ears ache!

- That perfect dictation award for announcers doesn't carry the punch for word-slingers that you might have believed; adjective hashes claiming that the commercial sponsors taboo the winner, because his enunciating may be too 'high hat' to sell the product he is advertising.

- Some of the broadcasting press departments should adopt the motto of multitudes. When phonier press stories are sent out, we'll send 'em. . . . Bill (Rudy's brother) Vallee turned down a two hundred fifty dollar a week job as a stick waver, because he didn't want to cash in on his brother's name.

- Jimmy (Revellers) Melton can't make his hands behave while on the stage, so they always spot him behind a piano. . . . The John Elwoods, he's one of the many NBC vice-presidents, are holding auditions for baby carriage salesmen.

- That two hundred and fifty thousand dollar insurance policy that Lew Conrad took out when the NBC was building him up to the skies, for publicity reasons, is causing the singer plenty of headaches now that the premiums are falling due.

- We can listen for hours to Vincent Lopez's piano tickling, but Vincent can't sleep unless he has a light burning over his head. . . . Rudy of the Vallee has just bought a three hundred and twenty acre farm near Westport, Maine, or don't you care?

- With Floyd Gibbons on the Japan-China war fronts, you can expect an airing most any day from those parts. . . . It looks like Nat Shilkret has clinched that Chesterfield ciggie program, which is to be aired over Columbia.

On the Showboat

- A peep into the voluminous scrap-book of Harry C. Browne, the "Hank Simmons" of Hank Simmons' Show Boat, which is heard over the WABC-CBS network, each Saturday at 10:15 p.m. will show you that few people could be better qualified to bring you this weekly melodrama feature. With a smile he recalls the days when he played the "heavy" with a stock company for $25.00 a week, doubling as a musical director for an additional weekly $3.00. Between the acts he would hurry down to the orchestra pit to move the audience to tears with "Hearts and Flowers" before rushing backstage again to don the handlebar mustaches and other accoutrements of the typical stage villain of the time.

PORTHOS SAYS

I wonder how long radio program sponsors will continue to spend large sums for names that have lost their thrill for the listener! There is a tendency among sponsors to compete with their fellow-sponsors in the matter of spending huge sums for solo appearances before the mikes of celebrities of screen and stage, who, as far as radio is concerned have no particular attraction.

All this happens when there are scores of seasoned and able radio performers "out of Liberty." The guest-star expenditures, apparently, are brought about by a love of perspective, the part of those who buy time on the air, due to keen competition.

I do not think (and there are many others of the same opinion) that a guest adds anything to the Lombardo broadcasts, for example. Guests were cut on the Rudy Vallee commercial for the sole purpose of reviving public interest when it was thought that Vallee was not doing so well. Vallee may not be doing so well at the hotel, but it is my view that his commercial broadcasts are as intriguing as ever, sans the guests. Vallee is still a potential radio character, despite what the gossips say.

And it may interest the fans to know that his secret ambition is to make enough money to buy a newspaper which will be devoted to taking the wind out of the sails of every columnist in America.
PROGRAM FOR WEDNESDAY, December 16th

10:00-11:00
- WNYC-Tribune Talk
- WABC-Dr. Herbert Goldsy
- WNO-Four Eaton
- WOD-Peter J. Nelson
- WGBS-Diplo...
- WOR-Cybernetics
- WOEC-The World...
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