Branded Men and Women of Radio

Trade-marks are one of the strongest assets in business, and a man's name is his greatest possession. What happens when the two conflict? What have become of those radio personalities who rose to fame, not under their own names, but as trade-marked ambassadors of good will?

The branded men and women of radio are legion—those clever entertainers of sponsored programs who are known to the radio audience not as John Smith or Jane Doe, but as "Willy Dogbiscuit," "Ruthe Rug," or some unilluminating name. Unilluminating, that is, save as the radio trade-mark of some advertised commodity.

The length of memory of the broadcast audience has often been questioned, but among those listeners—in of any experience at all there must be scores who remember, for instance, "Oliver Palmer" and "Paul Oliver," yet who know but little if anything of Virginia Rea and Frank Munn. They were both well paid, widely talked of individuals under their radio names; today they are off the air, unheard of.

Even among radio station personnel the "oldtimers" are but vaguely remembered. As an instance, there is the "Silver Mask Tenor," Joe White to his friends. He was a radio favorite, and an outstanding one, back in the dark ages of radio—about 1926. With the Silvertown Cord Orchestra he sang regularly over one of the large chains, his identity being carefully concealed behind that mask and the radio title he wore with equal grace. The orchestra, in reality the old Waldorf Astoria Rose Room Orchestra, under the direction of Joseph Knecht, was as popular as the vocalist. Orchestra and singer were so popular, in fact, that they were booked for a year in vaudeville, and a highly successful year was spent on the road.

That tour was their undoing. Broadcast styles and trends had changed, and the orchestra passed into radio's limbo. Knecht wandered about the studios unhappily, unable to secure a worthwhile berth, puzzled and heartbroken at his inability to connect, and died about a year ago. Joe White is back on the air again, at WOR, Newark, New Jersey, but that he realizes the value of his own name in program listing is shown by his reaction to a suggested...

FREE! A Philco Radio---Given Away Each Week
Goethe Centennial
Address to Be Heard
Through Columbia

Gerhart Hauptmann's centennial address in memory of Johann Wolfgang von Goethe, to be delivered in the McMillin Theater of Columbia University, will be broadcast over the Columbia network this Tuesday at 12:15 p.m.

Hauptmann, who won the Nobel prize for literature in 1912, has written many plays which are well-known in the United States: among them, "The Sunken Bell," "Rose Berndt," "Hannke," and "The Weavers."

Dr. Nicholas Murray Butler, president of the University, who shares with Hauptmann the distinction of having won a Nobel prize, will introduce the distinguished dramatist, whose address will be delivered in German.

Local outlet WBBM.

WGN's "HAPPY HANKERINGS" ELIMINATES ANNOUNCEMENTS

Perfect atmosphere is sustained by Frank Harrington during his daily program at 11:00 a.m. from the WGN studios by the preclusion of announcements during the broadcast.

Poetry, philosophy, and good music are dispensed to listeners by "Happy Hank," a soloist, a string trio and the organ.

Through the week, Hattie Mann, contralto, Arthur Ober, tenor, Joseph Hassmer, baritone, Dick Hayes, baritone, Robert Leigh, tenor, and Russel Nelson, tenor, are all heard as soloists on the program.

NEW WBBM ACT

"J. B. and Mac," otherwise known as Jess Coffer and Martha Miller, who will make their bow to radio audiences this Monday in the first episode of a new serial story to be presented each Monday, Wednesday and Friday at 8:45 p.m. from WBBM. The opening episode is entitled "A Thoughtful Husband" and will deal with the real-life adventures of a small-town family.

YALE TO COLUMBIA

Marty Quinto, Columbia's songwriting guitarist, began his musical career as a violinist and was considered something of a boy prodigy in his native Italy. Shortly before he came to the United States his wrists were broken in a fall and he was forced to abandon the violin. He studied under a private tutor at Yale and became well known over the New Haven campus for his ability on the guitar.

ONE CONSOLATION

If your wife persuades you to cultivate a garden, then you have something in common with King Nebuchadnezzar of Babylon, according to Mrs. Richard Wright, editor of House and Garden, and the musical programs, entitled "History Repeats Itself," Coburn Goodwin will serve as narrator. Coburn Goodwin will lead the orchestra in the musical portion of the series which will also feature Gladys Brittain, soprano, and the du Pont Quartet. The series is presented by E. I. du Pont de Nemours and Co., Inc.

Local outlet WGN.

A Slight Misunderstanding

STUDIO MIKE

Du Pont to Present
First of New Series
On CBS This Friday

The first of a new series of musical and dramatic programs, entitled "Today and Yesterday," will be presented over the Columbia network this Friday at 7:30 p.m.

Each week, a thrilling drama correlating news of the past with current happenings of importance will be built around the old familiar adage "History repeats itself." Coburn Goodwin will serve as narrator. Coburn Goodwin will lead the orchestra in the musical portion of the series which will also feature Gladys Brittain, soprano, and the du Pont Quartet. The series is presented by E. I. du Pont de Nemours and Co., Inc.

Local outlet WGN.

"Beau Bachelor" New
CBS Drama Series

A whirl of color, romance and music against the background of the gay playgrounds of Europe will be presented to radio listeners this Friday when "Beau Bachelor," radio serial, makes its debut over the Columbia network at 9:00 p.m.

Dom Ameche, prominent leading man of radio, will take the role of "Beau," the bored son of a Balkan king who is out to see the world, and Irene Wicker will play "Mme. Louise" in the opening program. The first episode is laid in Paris. Although the part of "Beau" will be carried through the entire series, the supporting cast will be changed with the change of locale.

Betty McLean has written the dramatic script for the series which is being sponsored by the Allen-A Hoevery Company.

Local outlet WBBM.

EMBARRASING MOMENT

It may or may not have been nervousness that afflicted Guy Lombardo when he and his band recently began a vaudeville engagement. At any rate, just as the curtain went up, Guy dropped the bow of the famous violin he never plays.
George Jessel friend and fellow artist of Eddie Cantor, is now being featured on the Chase and Sanborn Hour heard each Sunday at 7:00 p.m. over the NBC networks. Jessel is replacing Cantor on the program as master-of-ceremonies.

Local outlet WLS.

"Voice of a Thousand Shades" to Star Jack Kerr, of Musical Comedy

The Pratt and Lambert Symphony of Color, featuring "The Voice of a Thousand Shades," will be heard in a new series of weekly broadcasts over the Columbia network beginning this Tuesday at 9:00 p.m.

"The Voice of a Thousand Shades" will be Jack Kerr, tenor, whose unique singing style has brought him fame in vaudeville and musical comedy circles. Among the productions in which Kerr has starred are "Manhattan Mary," "Scandals," "Vanities," and "No, No Nannette." An augmented orchestra of 26 pieces, under the direction of Edwin Gluckman, will furnish the instrumental music.

Local outlet WBBM.

USEFUL TEARS

Sallie Belle Cox, who acts the part of the baby in Raising Junior, learned the art of crying in a girl's camp where she cared for youngsters.

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Reliability and interference elimination are the features of this new all-wave low-interference super-regenerative receiver, manufactured by the A. E. Brown Radio Manufacturing Co., 1351 Manue Ave., Chicago. For your nearest station, call either AMERICAN or MAXWELL.

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CHICAGO, II.

MEET the ARTIST

BILL HAY

Distinction, power, quality, and Scottish charm best characterize Bill Hay, announcer, artist and general sales manager of WMAQ. You all know who he is—"Bud Sandy" to his Scottish fans on Sunday nights, and the voice behind the "Amos 'n' Andy" broadcasts.

Hay is Scotch. He looks it too. Height, with weight enough to carry it, eyes that change color with changing moods, from cool gray through brown to almost black, a clear brown skin and a pipe that seems almost a part of him—can you see him? I pressed him for facts. "Of course, you can't write a story without material," he said. Hay is of Chicago, or of New York. He is ambitious, active, vital like America itself.

His career here might be divided into two periods. Shall we say Before and After Radio? In the first period, he sold pianos, phonographs, conducted glee clubs, gave voice lessons.

But when, KFRC in search of dramatic and musical talent, gave him his first chance, he decided that here at last was his life's career. After eight years of broadcasting, he is still excited about the glamour and romance of radio.

Bill is best known to radio listeners for his work in the past six years with WMAQ. He has a rare gift for choosing and filling public service announcements with a man who might be described as the reincarnation of Jack Layard, that quintessential character of the radio player. "There's not a show on the air that Bill doesn't fill up with wonderful "Art of Country Living," "Amos 'n' Andy," "Bud Sandy" or "The Andy Hamilton Show," he said.

A Columbia official tuned in on the voice of Vivian Ruth singing from a small local New York station recently, and immediately made a bid for her appearance before Columbia microphones. Now the twenty-year-old Ruth, who sings the blues songs in slow, insinuating tones, is heard frequently over the network.

STEAMBOAT BILL RETURNS

"Steamboat Bill," after a short vacation from the air, returns to the WBBM 770 kc. channel on a new schedule each Wednesday, 4:45 to 5:00 p.m.

"Bill" describes his adventures and offers his juvenile listeners a miniature steam-boat whistle through the sponsorship of Campbell Cereal.

Mayor

MATT THOMPKINS

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(Continued on page 3)
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WGN 720...25,000 Chicago Tribune
WBBM 770...25,000 WBBM Broadcasting Corp.
WJJD 1130...20,000 Loyal Order of Moose
WBO 500...10,000 Nelson Bros.
KYW 1020...10,000 Westhusen Electric Co.
WMAQ 670...5,000 Chicago Daily News
WMBI 1080...5,000 Moody Bible Institute
WCHI 1490...5,000 WCHI Broadcasting Co.
WAF 920...500 Drovers Journal
WGES 1360...500 Oak Leaves Broad. Co.
WSBC 1210...100 National Broadcasting
WCIR 1210...100 Emil Denzler Cadillac Co.

PROGRAMS FOR SUNDAY, FEB. 28

WLS-Cross Roads Sunday School with vocal trio and Wm. Vickland
WGN-Cross Country Report
WBBM-Gospel Service in Spanish
WMAQ-Sunday School Dramatization
WCHI-Lady Esther Program; WBY-Advisory Council
WBBM-Chicago Philharmonic Orchestra
WGAU-Chicago Radio Symphony Orchestra
WBBM-Sunday Morning Mass
WAF-A Graduation Program

WCHI-Morning Serenade; Redheaded Bluebird
WBBM-Morning Program; Paul McClear
WGES-Dream Train
WIBJ-Memory Lane
WBBM-Light Minority Services
WBBM-Sunday School dramatization
WBBM-Heart of the Nation
WAF-Children's Hour
WCHI-Dr. J. Parker Gowan; talk opera
WICN-Little Brown Church of the Air
WGN-Real Folk; Log Cabin Syrup
WBBM-Mother's Day Service
WBBM-Paul Rieder; Chicago Gospel Tab
WAF-Music of Spain; Reptile tv Variety
WBBM-Wooftalk; Variety Hour
WBBM-Dr. John; Paul Rieder
WBBM-Family Circle: Lost City Ancient
WGN-Missouri; Arkansas
WAF-Waltz Festival; John H.D. Leonard
WBBM-Church Program; Harry Koren's orchestra
WCHI-Reverend George Hazelbaker
WAF-Chicago Theatre Symphony Orchestra
WBBM-Longfellow
WAF-Shelley's Varieties; Whaite Performing Arts
WBBM-Chicago Children's Oratorio
WBBM-Catholic Hour; sermon, questions and answers, the Public Church. 
LOCAL FAVORITES

THE TWO BALLADIERS
HAAROLD TOLEFFSEN - BARITONE
PAUL FRANKLIN MCMAINS - TENOR
W.I.B.O

THREE LITTLE MAIDS
HARMONY TRIO
W. L. S

BERNICE YANACEK
PIANIST
N.B.C

CORNELIA OSGOOD
DIRECTOR
W.J.U.D

BOB ELSON
SPORTS ANNOUNCER
W.G.N

BEss JOHNSON
CHARACTER ACTRESS - W.D.B.M

www.americanradiohistory.com
Sixteen years after Nat Shilkret abandoned civil engineering for the study of symphonic music, his first teacher in harmony and composition, Pietro Florida, still visits his home each week. He no longer sets Shilkret such tasks as copying passages from the classics, and they do not pore over scores. They just sit talking about expression, forms and style, often until dawn.

Phil Steward, KYW Scotch announcer, and Al Carolla, be of the Italian accent, and the scientific accordion, are scheduled to make a personal appearance at one of the loop theatres in the near future. The boys are heard regularly on KYW on the "Comedy Capers" program.

Della Bartell, until recently heard with Ben Berme and his orchestra, is now appearing on programs presented from the WCFL studios. Her broadcasts are heard each Saturday at 2:45 M.

Eddy Hanson, WCFL organist, has had his Barton organ revamped by experts from Balaban and Katz with highly effective results. Eddy is having a grand time playing over all his old compositions. He says they sound entirely different on the improved organ.

Before the Great War, Frank Sestito, whose orchestra is heard on the Fortunat program, was known as the "Waltz King of New York." He has been directing for thirty-five years, and has played at some of the most brilliant social functions in the history of the city of the Four Hundred. His piano player and first trumpeter have been with him more than twenty years, and have played in his orchestra in three different Madison Avenue hotels.

Every Saturday at 9:10 P.M. WCFL presents Harry Brooks, former cornetist with Arthur Pryor's Band, in a special concert recital. Mr. Brooks is accompanied by the WCFL studio orchestra.

Tom Curtin, was correspondent and author, who writes war-time "Thrillers" for NBC networks, recently turned out one of his half-hour scripts in a single evening.

Back-eyed Andrei Collins, heard last week over KYW as soloist, with Danny Russo and his Orphids, is billed for a regular schedule on KYW after a recent check-up disclosed. Airing over a letter a minute, or 61-2 letters an hour, WLS reached a new mail pinnacle during the past year. This is an increase over 1930 of more than 114,000 letters, or 1921's total being 754,523, strictly fan letters.

A choir of twenty-five live baby chicks herald the dramatic rural sketch, "The Devotions of the Goodnun," every time it goes on the air over WLS. There's a reason for this program is sponsored by a baby chick hatchery!

When Nat Brunofield went to Washington to accompany Kate Smith for her broadcasts from the Capital Cities, he employed the same musicians to furnish the background for the "School of the South," who made up the first band he ever directed. He gathered three players together shortly after he left Georgetown University.

Among the many jobs that Alexander Gray held before becoming a singer was that of manager of an automobile supply company with headquarters at Woodward, Oklahoma. His personality quite made him a favorite in the small town. Now he is achieving nation-wide fame, his old friends gather at different houses nightly to listen to his broadcasts. Ice-cream is served and a good time is had by all.

Tony Wern reveals that the greatest ambition of his childhood was to be on the stage. As he grew up, his theatrical yearnings decreased until they were entirely, possibly finding expression in the on-stage performances of Shakespeare plays that he broadcast early in his radio career. Now, he has been on a vaudeville tour with Morton Downey and Jacques Renard's Orchestra which will bring him back to the stage regularly for the first time.

More than three years ago Georgia Backes submitted a script to Julius Seebach, director of programs for Columbia. He was so enthusiastic that she was put on the dramatic staff, and soon became director. The script was shelved, and it was not until last week that Georgia found it in her files. It will be heard on a network program in the near future.

Jolly Bill Stankie of the Jolly Bill and Jane program, is an authority on animal sounds. He recently appeared as guest on the Lady Next Door children's program and obliged his hosts by growing like a bear, hooting like a dragon and roaring like a lion.

New York visitors still go to the Metropolitan Tower as they did many years ago, but not to view the skyline of New York. They visit instead the Tower Health broadcasts of Arthur Bagley, heard over an NBC network every morning except Sundays.

When the four Wills brothers joined their voices to harmonize "China Boy" during a recent broadcast, their most attentive listener in the studio was Dick Winfrey, leader of the Cornelia orchestra and violinist in Abe Lyman's ensemble. Winfrey composed the number.

Irene Beasley, contralto singer from the South who is costarred with Ted Hunt every Thursday over CBR, went ice-skating this week for the first time, and admits that she did not fall once. She attributes this success to the fact that she was a cuber-skating champion in school, and she found the ice technique very similar.

* * *

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Music in the Air
By CARLTON SMITH

Radio Guide will pay one dollar for any unsolicited contributions. The name of the person making the contribution will be printed in this column. Mikritics are remarks of any kind made on the air which will interest other people. They may be amusing, inspiring, funny, pathetic, or queer.

Here are the rules: The quotation should not exceed fifty words. It must be accompanied by the name of the person who made it, the exact time it was heard, and the station from which it was heard. The name and address of the sender must be attached.

Any number of Mikritics may be sent by one person. In case two or more persons submit the same Mikritic, the first entry received will be printed. Address your letters to Mikritic, care of Radio Guide.

This week's winners:
Jerry and Ed on United Program—February 14–25 p.m.—WMAQ
Jerry: "I know a fellow's wife who won't let her daddy do a dance on her husband."
Ed: "Why not?"
Jerry: "She doesn't want anybody opening her male."—E. P. Levenson

Tony Wons—February 6–8:25 a.m.—KMOX:
"Today is the tomorrow you were worried about yesterday."—Mrs. Frank M. White

Announcer—February 19–8:45 a.m.—WDGY:
"It is now thirty degrees above zero, central standard temperature.

—Wesley R. Jones

The Hodges—February 11–4:45 p.m.—WENR:
Mrs. Goldberg: "What is fun in a winter? I'm packing up to go back to school."

—Minnie Yalnke

Milton Cross—February 13–8:22 a.m.—WENR:
"We have our trio singing—and it wasn't an easy song to sing in quartet form."

—M. K. Klutier

Wilbur and Ezra—February 11–3:07 p.m.—WLS:
"Which powder do you prefer, Momma?"

Ezra: "If so, we'll take women's, our baby's a girl."—Mrs. F. Weber

Professor E. Roberts—February 16–3:55 p.m.—WGN:
"If there were more women like that matron, they would be a law, not a sentence."—Mrs. G. E. Dawson

Jack Ryan—February 5–5:22 p.m.—KFW:
"The second prize will be an 18 piece set of try undershirt."—Mrs. J. M. Smith

Howard Clancy, on Lucky Strike program—January 30–9:44 p.m.—WMAQ:
"For the past three years she has been reaching for a Lucky."—Alda Miller

Smiling Ed and his Gang—February 17–6:45 p.m.—KFW:
"A freshman ran home behind a street car and seven cents. His old man whipped him for not running home behind a bus and saving a dime."

—Mark N. Burgler

Tom, Dick and Harry, otherwise Fred Vandover, Gooden Vandover and Marlin Hurt, are featured songsters on NBC programs, are shown with their pianist. The trio, rated as one of the first ten on the air, takes credit for having written "I Wonder What's Become of Sweet Adeline," and "Shadows."

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Keep each week's copy of your Radio Guide in one of these handy pockets. You can tape your programs right in and fill up a couple of these huge pockets for free. $1.25

But we hope you will let us mark your copies with one of our large storage pockets for free. $1.50

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VALUES TO 690
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604 East Madison
By ZACK FINCH, producers for NBC's "Automation" network. Leonard Bernstein was the conductor of this program. "Automation" is the NBC network's answer to the rival CBS network's "Orchids." With an orchestra, three pianists, and a large choral group, the NBC program is designed to combine the best of both worlds. This week's broadcast was especially well-received, with numerous glowing reviews. The show featured a prominent violinist, Arthur Grumiaux, and a distinguished pianist, Vladimir Horowitz. The program also included performances by the New York Philharmonic Orchestra and the Boston Symphony Orchestra. The music was diverse, ranging from classical works to contemporary compositions. The show was well-produced, with excellent sound quality and clear projection of the performers. Overall, it was a rich and enlightening musical experience.
Barlow's Symphony Broadcasts

Howard Barlow's nightly symphonic broadcasts with the Columbia Concert Orchestra will be extended from fifteen minutes to half an hour, beginning this Monday, and will be heard over the Columbia network each night except Saturday and Sunday at 10:00 p.m.

Barlow's concerts have been so well received that it was decided to extend his time to permit the presentation of longer, complete works. The programs in the future will be symphony concerts on a small scale and will not contain exclusively "popular classics."

Local outlet WGN.

HEAR
LOU COWAN,
"With His Ear to the Ground"
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Over
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OUT OF THE EVERYWHERE
TO MADGE TO BE

A column dedicated to RADIO GUIDE readers. You and your friends are invited to write in for information concerning radio, radio stars, and your own favorite broadcasts. If you have any information forthcoming and interesting to all of our readers, we will set it for you and print it in this column. No personal replies will be made.

Mrs. Kramer of Chicago writes to ask what has become of "Bird and Vash" formerly heard from WJJD.

The popular team has disbanded and is no longer broadcasting, Mrs. Kramer, be

Mrs. J. M. Eads of Arthur, Ill., writes to Mrs. Kramer that she lives in Chicago, New York, and N. R. Lebow of Wau

The talented youngster, who is not more than fourteen years old, is dark, bright-ly

Mr. S. Passmore of Chicago asks for the line of "Orphans of the WGN Painted Dreams" sketch.

Ema Phillips, Irene Wicner and Lucy Gillman are responsible for the broadcast, Mr. Passmore. All parts are taken by them.

"Will you please tell your readers whether The Fireside Philosopher of WAAF is heard from by any other station?" writes one of his ardent fans, Frances An-

The Philosopher, besides his regular time on WAAF, is heard as part of the Farmer Buc daily program every Sunday from WMAQ.

A "Faithful Reader" informs us that the Firestone Troubadours, heard regularly from WLS, is not Luther Osenbrink as printed in this column last week, but Luther Osenbrink. Sorry every-thing. Place us in-package!

Edgar Bentley of Aurora, Ill., sends exci-
ted questions concerning Frankie "Half Pint" Axon, heard formerly from WJJD. He also asks for information about the Three Little Mails from WLS.

Frankie, as usual, daily except Sunday at 7:00 p.m. from the Three Little Mails broadcast every Sunday at 7:00 p.m. from the WLS studios as part of the International Farm Party program. Their names are Evelyn, Ev and Lucille Overtake and they are sixteen, seventeen, and eighteen years old, respectively.

Here is something coincidental! George Howard of Frank's WGN and your profile writes to ask which is the correct name of the member of the King's Jesters, George Howard or George Haworth. He says the announcer makes it sound like Haworth.

The name, Mr. Haworth is Howard. "Saw bad you can't claim a relationship with the talented young man."

"Be seen' you!"
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Is your radio set in perfect condition? If not, you are listening to distorted broadcasts. You can assure yourself of perfect reception by calling the service man nearest your home from among those listed on this page.

Walter Damrosch is fond of caricature. In his office, the NBC Musical Counsel has a number of famous caricatures of great composers—among them, Brahms, Wagner and Paderewski.
McVickers—The Merchant of Venice" starting Monday, February 26th. William Shakespeare loved it. In 1619, the 20th century, on its opening night, the cast of "A Woman Commanded." On the stage now is Peter Finch, Richard Attenborough, and all the Ballyhooians. They're excellent.

Vitol—Ruth Chatterton and Paul Lukas combine on this screen of "Tomorrow" as American-tinted drama on the stage. It's all part of a huge and clever show which is brought to you from the stage by Frankie Masters, "The Last of the Red Hot Masters of Cere-

Capitol—A double ointment "Mara Hari" and "Big Shot." "Mara Hari" is a per-

tectGarboesque, and she strives with a banzai of bizarre effects. Eddie Quillan is the big shot in "Big Shot."

Arlene—Mara Dreeson booms the same as in the stage. Can't they notice, you'll be sorry you missed it, Ethel Waters' famous blues melodies are a feature of this gorgeous revue.

Selwyn—"Counsellor at Law". Elmer Rice's intimate and human drama of a self-

made lawyer, wonderfully enacted by Otto Kruger. A box-office attraction that should enjoy a long stay in our fair city.

Shaw—"The Chocolate Soldier". Fam-

ous operetta by Oscar Straus, with Viv-

ian Segal and Charles Purcell, who sing
touchingly melodies as only they can
tell them.

Illinois—"The Band Wagon". That versa-

tile team, Fred and Adele Astaire, and their
talents are shining. They should add to your
tall bandwagon and give you a ride for your money. "The Band Wagon" has the other half of the bill with Warner Oland as the Chinaman-about-town.

Sheshall—Here too we see Warner Oland. "Charlie Chan" is a mystery.

Apology—You can talk all you want about "Tomorrow and Tomorrow" which is on the stage with Chatterton and Lukas. It's a Club Calloway on the stage of those who are real entertainers. Drop in and hear his how-de-how.

Marbro—Not much for the patrons this week with the double bill in prospect. "Ellen Lambert" is with "In No One Man." And the Joe E. 

Local Boy Makes Good" won't make you stand up and cheer, either.

Uptown—"Tomorrow and Tomorrow" is the picture at this north side spot with Ruth Chatterton and Paul Lukas. It's as
good as the stage. "Blague" is the entertainment offered on the boards.

Granada—Carole Lombard is the feminine
drifter in "No One Man." Local Boy

Makes Good" affects a few Joe E. Brown

sequences, but not enough.

RIGHT SPOTS

Edgewater Beach—Always at the top of

the list. Always good, always a chance to

find someone who likes music with his meal or vice versa. Conveniently located in the loop, it's nice for before or after shopping and dancing. Bert McDowell is the bartonier, and he's easy to dance to. (Wabash and Jackson).

Canal Tea Garden—A new band moves in

but this spot never moves out of its posi-
tion as a favorite dining place for those

who like music with their meals or vice versa. Conveniently located in the loop, it's nice for before or after shopping and dancing. Bert McDowell is the bartonier, and he's easy to dance to. (Wabash and Jackson).

Frohls—It's an old Chicago custom, this

today-night. Always good, always a chance

at the floor-show that sets the standard for other night-clubs. Current edition offers Jack Waldron as master of ceremonies, has no excuse for its Mahalma

Ghandi portrayal except that it's purely

Occidental. Ted Coots does out the momentary.

Granada Cafe—Another bright-spot that's

in the blue-book. Always crowded with the care-free, it's a slick spot to make

hoy-hoy while the moon moonies. Musical numbers, Halteston harum-"fuck in fact, keep you coming till comes the opening. Wear your dress-suit or dress to suit.

LEAP YEAR DILEMMA

Even though he's a romantic tenor and sings about love, dream girls and the like of that, A.J. Jarrett is really a pretty lippy and bring you

CONCERTS AND RECITALS

Sunday, February 28th

Civic Opera Hall—5 p.m. Tito Schipa, for twelve seasons favorite tenor of the Civic Opera, in his only Chicago recital of the season. Even more popular as a recitalist than as an operatic singer; excels in Spanish and Italian ditties. Your money's worth guaranteed.

Orchestra Hall—2 p.m. Civic Orchestra, Eric DeLamarter, conducting. Chicago's Fifth and a Barouki Suite, to which is added Mendelssohn's "E Minor Piano Caprice" and the bass aria from Verdi's "Don Carlos."

Monday, February 29th

Orchestra Hall Feyer—8:30 p.m. Philhar-

monic String Quartet, Chamber Music for the elite. Beethoven's O Major Quar-

tet. Opus 134 and Opus 35 of Szyman-

owski, accompanied by Lee Bowery's Ser-

enade.

Kimball Hall—8:30 p.m. Virginia La Rae, a soprano with range.

Thursday, March 3rd at 8:30 p.m. Friday, March 4th at 2:15 p.m.

Orchestra Hall—Chicago Symphony Orches-
	ra, Frederic Stock, conducting. Percy Grainger, soloist. The composer-pianist-

conductor, now Dean of New York Uni-

versity, has time for a concert tour before assuming his duties, and this time offers clean, crisp renditions of Delius Piano

Concerto, and his own Suite of Danish Folk Music, heard for the first time at these concerts.

Two Symphonies—Moore's 26th and Sibelius' 5th are added to a new de-

scription of the Society for a Promenade,

to complete the program. All new at the Symphony Concerts.

Saturday, March 5th at 8:30 p.m.

Orchestra Hall—Harald Kreutzberg and

assistants. A repetition of the "out" of

the modern dance.
PROGRAMS FOR WEDNESDAY, MAR. 2

A.M.

6:00 WCI-F—Aurora Hour
WBS—Bill Smiley's Bule Tunes
WAS—Uncle John and his Family
WAD—Purcell Farmer Family Party
WLC—North Side, Midway Y.M.C.A.
WAS—City Four and Ralph Emerson; Hal Ollieron
WAS—Fame and Fortune
7:00 WCI—On the 6:45, Landi Trio, songs and patter, NBC
WAD—Linden Avenue Serenaders
WBB—Morning Exercises
WBO—Meadowland Serenaders
KWW—Marshall Field & Co.'s Musial Band
WAS—Father and Son; comedy unit
WIB—International Rocketeers
WAF—Tune Shopper
WBO—Church Program
WAS—Morning Worship Period
7:15 WCI—Smiling Jubilee
WGN—Charlie White's Gym of the Air
7:30 WBO—Morning Worship
WCY—Cherub; inspirational talk and music
WAD—Lander's Tenders
WAD—Clarendon Springs Churches of Illinois
WBO—Chicago Eye Openers
WBO—Tune, Tunes and Topical; happy go lucky Air Line Link
WNS—Lawrence Save Mill Dixie
8:00 WCI—Cameo of the Week; Jolly Bill and June, NBC
WAS—Singing Bill; children's program
WIB—Quaker Daily Bird; Gene and Grace
WGN—University of Chicago; Colonial American Literature, Prof. Percy Dinsmore
WCI—LSCP, Kiddo's Airplane Club
WBO—Girl at Evanston
WBO—National Gems
WBO—Ladies and Lads
8:15 WCI—Radio Shoppers Club
WAS—Archbishop Ryan's Choir; Bob Fox; Mr. W. C. Ely,莨and, health talk, NBC
WIB—Morning in Our Home; Saturday night songs and music, CBS
WBO—Rhythm Reporter; Bob Fox; weather report
WBO—Women's Air Force
8:45 WCI— меньше Birds; Gene and Grace
WAS—Grove Field; Colored Goodbody, NBC
WBO—Quaker Daily Bird; Broadcast
8:00 WCI—Farm Service; First Big Market; Report of the Times; National Flower Hour; 12:00 WCI—News from the Skies; Last and Most Important Events of the Week
WBO—Ladies of the Louvre; Real Estate News, NBC
WBO—Stable Talk; NBC
WBO—Dandies Waves
9:30 WCI—Quaker Daily Bird; Turlock; NBC
9:15 WCI—Junior, Lu 'n 'em; The Super Sales Girls, NBC
WAS—Shore Hour; food talk; instrumental music
WAD—Melody Parade, CBS
9:20 WGV—Gene Autry, Oklahoma Yodeler
9:30 WCI—Board of Trade; Carl Hoefs, narrator
WBO—Our Daily Food; Colonel Goodbody, NBC
WAS—Commercial House Hour: talks; Harry Koster's Hangouts; NBC
WAS—Navy's Exercise N N
WBO—Around the House; Frances Pence, NBC
WBO—Colbert's Hour; Music, NBC
WBO—Sister Mary's Missionary Society
10:15 WCI—Board of Trade
WBO—The Home Runners
WBO—The Quakers
WBO—WAG—Organ Specialty
WBO—Yale's Magazine; Leroy's comic sketch
WBS—Dance Dinette
WAS—Loud and Lively Missis
9:45 WCI—Board of Trade
WBO—The Home Runners
WBO—WAG—Organ Specialty
WBO—Yale's Magazine; Leroy's comic sketch
WBS—Dance Dinette
10:00 WBO—To be announced
WBO—Mr. A. J. Comstock; cooking lesson, NBC
WAS—Public Schools Program
WCS—Foreign Recordings
WBO—Eyes on the Air
WBO—Presbyterian Church
WBO—Preston Sellers at the Organ
WBO—Free Riders Propaganda
WBO—Mary Ann; home talk
WAG—Songs of the Suds
“Bill” Shaw, clerk of the “Night Court,” heard over WCFI daily at 8:15 p.m., except Sunday, is known as the wily clerk who persuades Judge Price Patera in many of his rulings. A wily guy, this Bill Shaw.

Night Clerk

9:40 WCI—General Mills Program
WBO—Home Opener, NBC
WAS—Superior Mills; bread talk, John Poor, tenor, NBC
WBO—Iago; Marlowe's and his Markings, NBC
WBO—Musical Calendar
WBO—Afternoon, beauty talk
WBO—The Old Music Shop
WBO—Volya Basics
WBO—Sunday Lane
11:00 WAG—Harry Harrington's Musical Variety
WBO—General Electric Home Circle
WBO—Everett Bruns, singer, organ, NBC
WBO—The Morris Men Quintet, NBC
WAS—Living Program
WBO—Charlie's Program
WBO—Around the House
WBO—Providence Peace
WBO—Colbert's Hour; Music, NBC
WBO—Sister Mary's Missionary Society
11:15 WBO—Pat Barnes in Person, NBC
WBO—Beautiful Women; Chick, Moon; Mary Garden, organist, NBC
WBO—The Real News, Chana, L. Eshol and Edna Coleman, NBC
WBO—Colbert's Hour; Music, NBC
WBO—Swift News Reports
WBO—Arctic Fly Program
WBO—Lace Stock Market
WBO—Painted Dreams, NBC
WBO—Sour and Sweet, NBC
WBO—Burton Program
WBO—Today's News Flash
WBO—Golden Program
WBO—Mayo Clinic Program
WBO—The Rainbow of the Air
WBO—Educational Programs; History
WBO—The Masters; comic sketch, NBC
WBO—Scholastic Radio Review, NBC
WBO—Public Schools Program
WBO—International Hunting Program; Clarinet Four; J. B. Brown
WBO—Julia Hayes; household hints
WBO—Matilda Maloney; Love Adele's WBO Orchestra
WBO—Master of Music
WBO—Waltz Fraternity Program
WBO—WMAQ—Social Notes
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Morgan L. Eastman, director of the Edison Broadcast Orchestra, and assistant vice-president of the National Broadcasting Company.

BEATRICE FAIRFAITH
IN RADIO SERIES

Beatrice, known to thousands for her wise and timely counsel on affairs of the heart is now available to radio audiences. Her voice now reaches listeners every Monday, Wednesday and Thursday at 10:30 a.m. over a coast-to-coast network of the NBC.

TELEVISION IN S. AMERICA

Establishment of the first television company in South America has just been announced in Buenos Aires, Argentina, where the Baird Television Limited, using the inventions of John L. Baird of England, will establish a combination television and sound service throughout Argentina, Uruguay, Brazil and Chile.

MEET THE ARTIST

(Continued from page 1)

Thomas, Gigli and the best of the symphony orchestras are all artistry, luxurious to him. Strange how personality emerges from the radio through the one sense of hearing. No smiling warmth of movement, no cunning stage setting to add charm and plausors. Yet from all directions come friendly and appreciative letters to Bill Hanson, attesting to his success in reaching the hearts of his listeners.

Hank has a very retentive memory, and the amusing and exciting incidents he can remember would fill a book. He wrote over money represented salaries for those working on the station, and there would be no coffee if the program didn’t go on.

The engineer said nothing could be done to repair the antenna, but Hank, nothing daunted, got one of the other boys on his bike, and together they went up to a lumber yard, got a truck and all the boards they could get, built a trellis to support the lead-in, insulated it, and the show could go on. All this work was done during the storm, and at the completion of the job Hank fell and broke a couple of ribs, then went back to the studio just in time to put on the commercial program.

It was just one week later that the antenna actually fell, and this occurred during the last part of a baseball game. The score was 41 to 41 and only two minutes left to go. Immediately the telephone started to ring and Hank answered telephone calls until “way into the morning, explaining what had happened and giving the last scores. Listeners threatened to report the station to the radio commission for working them up to an exciting point and then abandoning them.

Hank is the versatile young man who handles station WAAF, announces, sings, and writes for the continuity of the program. One of his first literary successes was the Canaville General Store sketch, which was broadcast from station WRNY, and many of the humorous adventures he has had while doing this sketch. It seems a habit common to writers to do their best work just before last moment, and here again the boys and Henry, the dub comedians of the sketch, had to go to broadcast from the Indiana State Fair, the script had not yet been written. As a result, there was no time to make plans, or try to decide on a time for Bill to report. The evening was straight to the hotel, but there were no accommodations for him. There were no accommodations for him.

Hank set up his typewriter on a suit-case and typed the sketch, finished at 6 in the morning and went on the air at 6:30 on the next day. The program got out early, it seemed.

Hank has a very retentive memory, and the amusement and exciting incidents he can remember would fill a book. He wrote over...
**Jin-Dan Album**
Dorothy Deere

This week we duff our Dabbs as "KING ART... the master-crowned leader of that melody making aggregation known as "Kauells in the Air." Art is a self-made man, he started life as an orphan since age 11-1-09. He climbed the well-known ladder with no one to guide him, and he's been a knight of the rings. When the rings got slippery, commercial art was his chosen career. He began his career drawing pictures instead of crowds, but the Big Fight changed all that. To quote Art, "No one is afraid to show Art. He has a certain greatness in his work that gives him a kind of glory.""

**Colleen Moore is Bath Club Guest**

Colleen Moore, beloved Irish lassie of the stage and screen, who will be interviewed by Margaret Santry on "The Bath Club" program to be heard this Tuesday over the Columbia chain at 7:30 p.m. Each week, prominent women in the fields of art, literature, and the theater are brought before radio audiences as the guest of Miss Santry.

**Local outlet WGN.**

**DAN RUSSO NOW HEARD ON WBBM'S "AROUND THE TOWN"**

Dun Russo and his Oriole Orchestra, recently added to the WBBM lineup of orchestras, will be heard nightly at 11:45 p.m. and at 2:00 a.m. in the "Around the Town" broadcast of dance music and, from time to time, in earlier evening broadcasts.

Russo is widely known for his band engagements in leading hotels and cafes throughout the country, in vaudeville, in making of records and broadcasting.

**Robert Ball to feature favorite hymns on WGN**

A new program on which favorite hymns of all sects and generations are sung by Robert Ball, baritone, is now being heard from WGN each Friday at 9:00 a.m. Mr. Ball gives special attention to requests sent in by listeners.

**New (?) Ford joke**

John Fogarty, NBC timer, tells of a garage sign he saw in Utah. It read: "We repair automobiles and fix Fords."

Arthur Tracy, head every Monday on the Pilsbury Pageant program at 8:00 p.m. over NBC networks, is known to all the radio world as the Street Singer. He once studied architecture at the University of Pennsylvania but left school after a successful audition with the NBC. Young, personable, well-traveled, and talented, Tracy is ambitious to enter the operatic field.

**Local outlet WGN.**

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**IMPORTANT: This is a continuation of the previous page.**

**PROGRAMS FOR THURSDAY [Continued]**

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**IMPORTANT: This concludes the list of programs for Thursday.**
PROGRAMES FOR FRIDAY, MAR. 4

A. M.
6:00 WCLF—Sunrise Hour
WLB—Lil’ Little-A-Wake Time
WIBO—Farm Pocky Hour
6:30 WON—Uncle John and His Family
WBBM—Farmers’ Hotline
7:00 WCLF—On the $1: Land, Tree and White, songs and patter. NBC
WIBO—Aesthetic and Homes
WBBM—Morning Exercises
KPay Field Park & Co’s Clock
7:15 WON—Leaniel Baw, organist
WBBM—Walter and Edna; comedy skit
WIBO—International Buckle Hunters
WCLF—Tune Shoppe
WAFN—Musical Breakfast
7:30 WON—Morning Worship Hour
WBBM—Morning Prayer
WAFN—Morning Mass
7:50 WCLF—Cherchic: Inspirational talk, NBC
WIBO—Morning Worship
WBBM—Morning Tidings
WAFN—Birds Eye Openers
8:00 WON—University of Chicago, NBC
WBBM—Old Dutch Gift; newsges in jazz
WAFN—Steamboat Bill; children’s program
8:30 WON—University of Chicago, NBC
WBBM—Old Dutch Gift; newsges in jazz
WAFN—Steamboat Bill; children’s program
9:00 WON—Farm Service; Leonard Sable, organist
WBBM—Todd’s Column, NBC
WAFN—Tony Morley, NBC
9:30 WON—Variety Hour
WBBM—Bobo’s Melodies
WAFN—Waltz; Hot Flap; Old Favorites, organ
KXV—Mr. Black’s Column, NBC
WBBM—Lilac program
WAFN—Travel Talk
WBBM—-lsland of Times; Wm. Vicklund, organist
9:45 WON—Variety Hour
WBBM—Dance Waves
WAFN—Dance Waves
10:00 WON—Farm Service; Leonard Sable, organist
WBBM—American Heritage
10:15 WON—Variety Hour
WBBM—-Morning Melodies
WAFN—Morning Melodies
WBBM—Morning Melodies
WON—Variety Hour
WBBM—Morning Melodies
10:45 WON—Variety Hour
WBBM—Morning Melodies
WAFN—Morning Melodies
WBBM—Morning Melodies
WON—Variety Hour
11:00 WON—John and His Family
WBBM—John and His Family
WAFN—Bailey Brothers, NBC
11:15 WON—Variety Hour
WBBM—Morning Melodies
WAFN—Morning Melodies
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WAFN—Morning Melodies
WBBM—Morning Melodies
WON—Variety Hour
March of the Hours

BRANDED MEN AND WOMEN OF RADIO

(Continued from page 1)

announcement. "No, don't call me the Silver Mast Tenor," said White. "Nobody remembers that—other people wouldn't know what it was all about.

There are eight radio fans, even among the announcers — who do not know the name of "Happiness Boys," yet how many of them remember the other radio appearances of Billy Jones and Ernest Harre? The "Two Soldiers," for instance, or the "Interwoven Pair"?

And that brings up another question. How much does the second or third sponsor have to do with radio advertising, the original sponsor, and does he lose on his cast? On his cast, he uses an individual or group widely known as the "radio trade mark" of the first advertiser.

In other words, Jones and Harre are still generally remembered, but those radio programs which starred them were the ones that remembered them as the good will ambassadors of the program, nothing more. If it was ever to be advertised, to it. Boile didn't need that extra publicity, as it happened, but he is always matched with the "Lucky Louie Show."

The Cough Drop Twins

They started in at WGN as the "Cough Drop Twins," but "Trade and Mark" has been their label, which is why, perhaps, they are Billy Hilltop and Scrapy Lamb.

That matter of advertising names already mentioned, in connection with "The Happiness Boys" applies, more or less, for when Hilltop was billed on the old "Camel Hour" as "Hillie Hughes" he was not anything else than half of "Trade and Mark."

And the "Gold Dust Twins" are far better known as "Goldy" and "Dusty" than ever they were as Harvey Hindmeyer and Earl Tackley.

You can leave it to that. Guy Lombardo to arrange a group which will out-click the leader appeal. The Canadian maestro put on his best Indian suit and set out soon after program plugging to the click effect. And he has. His present program, "Revolution," is one of the first of the inter-locking song arrangements. From the initial opening strain of "There's Only One Girl," there's a continuous run of his lobs (no other work will do) music. Commercial spots are at low register in quantity. (Consequently, high register in quality.)

Effect-amazing announcements have been erased. There's nothing but Lombardo left from start to finish, except the seemingly comical interludes fostered by Burns and Allen. They crack down against Guy's "Curtain of Melody." Recommended in spades.


The Ear to the Ground. Jimmie Walling- ton is said to be a successful paid announcer in the bit. . . . Wonder where David Rose radio? He's one of the best as Columbia sponsors seem to realize. . . . Speaking of network announcers you might keep your eye on this. A story in the fall of this season. . . .

Monologist

Tom Blanchard, whose early morning programs on WGN at 8:45 presents a long list of characterizations.

Barones von Hindenburg on Columbus Bath Club Thursday

Barones Nostitz von Hindenburg, niece of the President of the German Republic, will appear on "The Bath Club" program to be broadcast over the Columbus network this Thursday at 7:00 p.m. Margaret Santry, who someday is going to be an even greater distinguished guest, who is well known as a writer and an authority on Rodin.

And Vertene and his orchestra and the Habeas Contral, will also be heard during the broadcast.

Local outlet WGN.

Strictly recruiting nine players. However, he has issued a challenge to any aspir- ing wrestler who thinks he can beat the champion of Eden, who is none other than Mr. Adam. At the time of going to press 150. And now we come to the column of lively gossip, written by Waltell Winter. Waltell says that the Adamses is broadcast- evening. He also says that Mrs. Adam (Mrs. Eve) will soon be seen-yelling. You folks probably won't know where Rondo is, but my advice is to wait a few thousand years.

On the fashion page we learn that brown is popular this season with the smart set. This is due no doubt to the fact that green carves are very hard to procure at this time of the year. Our society editors report that Mrs. Adam, socially prominent resident of Eden, was seen the other day riding on her new Dinosaur. It is one of the latest models, with stream-lined body a dull, natural grey. This is said to be all the rage at present.

I received a letter today which states that my program has altogether too much advertising ballyhoo. It was signed by Mr. Adam. Well, Mr. Adam, although I never heard of you, I will close my broadcast minus the usual closing announce-ments. And if Bern Bennie would say, I hope you like it.

KTBX, Shreveport, La., added to NBC Networks

Station KTBX, Shreveport, La., was added to the Southwest Group of the newspapers in February 28. The station is owned and operated by the Tri-State Broadcasting System, Inc. The length of the network is 2,068 meters, 1,450 kilocycles, with a power of 1,000 watts. KTBX brings the total of NBC network stations to eighty-eight.
Dear Editor:

This is in answer to “An Ardent Lombardo Fan” letter which appeared in the Radio Guide for the week of February 21-27.

If Lombardo Fan, what you think of Saxy Miller's article would be “unconventional” to write, then I think of your letter couldn’t be written.

Take up all the arms you care to in defense of this (as you put it) “incomparable Lombardo,” but please be discreet enough in the future not to mention the name of such a cheap orchestra leader in the same breath with that of a superb bandleader like Wayne King.

However, Lombardo deserves some sympathy because he does make a struggling attempt to convince the public that his isn’t a top band, and I do believe that after a few years of hard study and much patient rehearsing he’ll begin to show signs of improvement. Of course he’ll get a lot in the fickle efforts he’s making now, with anyone who doesn’t understand music or who lacks the natural artistic instinct to distinguish between a poorly played song and an exquisite rendition of the same number. Indeed, it is foolish to compare Mr. King’s orchestra with Lombardo’s.Wayne is clased among the higher type bands such as Whiteman and Bernie, but he rates far above them, so tell me, who does Lombardo come to? Whiteman and Bernie have splendid orchestras but they lack the originality, the smooth blending of tone, the sweet harmony and that marvellous intangible “sax appeal” of Wayne’s. Another thing in his favor is that he makes a serious thing of directing. He doesn’t stand like an ad for what the well dressed man will wear, gazing around to see how many of the “knock ‘em dead” impression he’s creating.

I’ll admit that without his rare talents and fame, Wayne King still would be just as fascinating a personality, but it is not sentimentality which prompts me to write this letter in defense of him—it’s simply because I appreciate beautiful music and cannot bear any slighting remark against the one who makes such music possible and gives us so many hours of inexplicable joy.

Long may this King reign!

Just a Little Girl

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Attention, Carl Moore!

Dixon, Illinois

Gentlemen:

We hereby challenge Carl Moore to a fog calling contest on or before March 17, 1932 A.D.

We will hold the contest at the Chicago Stockyards, if proven suitable to the announced “Dixie Clown.” If the weather is inclement we will hold the above contest in the lobby of the Drake Hotel at Central, Standard Time. We realize this will place us at a decided disadvantage because of the fact this is Carl’s home field.

We do not wish to reveal our identity until this challenge is officially accepted by the Osar’s bad boy, in your column. In the meantime we will retire to the wilds of Iowa, where we will apply our talents of music and fog-calling on the natives of that State. The music for the natives, the calling is to musical reserved for the four-footed population known as swine.

Until we receive word of our challenge being accepted, we beg to remain.

Your fog-calling correspondents,

X and Y.

P. S. We say “we” because there is a little difference in our minds as to which one of us is best suited to represent our band in this epochal contest. We will decide this small difference of opinion before March 17, 1932. We await Carl’s acceptance eagerly.

Eddie and Fannie

Dear Sirs:

Eddie and Fannie Cavanaugh conduct a gospel club daily over WBO and it would be interesting if they would only state facts instead of getting things bawled up the way they do. Just today they said Tom and Dick, of Tom Dick and Harry, are brothers. That’s wrong—Tom and Harry are brothers. And another thing—do you think Fannie Cavanaugh really think they can sing? We don’t. Of course this couple is really good some times but then it’s very rarely that they ever complete a program without making at least twenty mistakes. But we’re hoping that within the next ten years of their broadcasts that things may improve.

Mary Lou Smith

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One for Weems

Rockford, Illinois

Gentlemen:

Your Radio Guide is O.K. I don’t know how I could get along without it, and as long as so many people are airing their views, I would like to air a few of mine.

In reply to one Saxy Miller of Chicago, who does not preserve the facts? We all know the fastest horse wins, the best man band in a fight or wrestling, and also the best band wins.

I’m a musician, and I don’t get a laugh out of Mr. Epsy’s statement about no better band than Guy Lombardo. In my opinion, they are very much alike (Lombardo and King), inasmuch as they both play sweet music which makes them both popular with the public in general.

While I’m writing this (Sun., Feb. 14), I’m listening to Wayne King (and liking it), but I’m really waiting for five o’clock when I hear my favorite band—Ted Weems. When I hear Ted Weems I get a little odd, they are all quite capable, but nevertheless I would like to see Wayne King trade books, “of music,” with either Ted Weems or Coon-Sanders, and see who do what stumbling. After all is said and done the fact remains that Lombardo and Coon-Sanders got into something better when they went East, and they would have to fight their way up to the average to get it.

Here’s hoping they all get there some day.

Saxy” Rote

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A Dark Secret

Radio Guide:

Please clear up a little mystery! There is a striking coloratura “Greta Garbo” singing on the radio audience. Want a scoop? She is not a singer, but a news editor. She is a valuable member of the Tribune, and she helps you get that of her real name, past, or whereabouts. She has sung on NBC and now on WGN. Is married to Chicago artist, but won’t admit it. Calls self Yvonne! Do your own sleuthing, and be the first. Compliments on your work.

Mildred W.

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FREE!

A PHILCO 5-TUBE SUPERHETERODYNE RADIO

Given Away Each Week by Radio Guide

A little of your spare time in a simple word-building contest may win you this beautiful new model combined electric clock and Philco radio.

WATCH NEXT WEEK'S ISSUE FOR FULL DETAILS

or tune in

WGN—Wednesday night at 6:30
WLS—Thursday morning at 9:05
WBO—Friday night at 9:00
WCFL—Wed., Thurs., and Fri at 5:45

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If You Don't Like Glasses .......... WHY WEAR THEM?

How many times have you looked in your mirror and wished it was not necessary for you to wear glasses? It is no longer necessary. Without the aid of drugs or surgery. Our method has proven entirely satisfactory for normal functioning of the eyes. Free booklet, "The New Era of Sight," will be mailed on request.

With each request you will also send you our Special Introductory card entitling you a free examination and treatment.

American Society for the Conservation of Vision

Suite 1050
106 N. LaSalle St.
Chicago, I11.

TUNE IN W C F L
9:45 A. M.
MUSIC \\
MORALS
Every Monday—Wednesday and Friday at 9:45 A. M.
THE RUDOLPH VALENTINO OF THE AIR is what they are calling Russ Columbo, whose insidiously romantic voice is still heard on NBC.

WHILE MOST PEOPLE ARE STILL HUGGING THE PILLOW, Fenwick Newell, tenor, Gloria Lavey, contralto, and Lowell Patton, pianist and composer, have already reached the New York NBC studios for their early morning program, "A Song for Today." The trio is heard each Sunday over NBC.

PERHAPS IT WAS JANE FROMAN'S MIRROR that prompted her to desert journalism for a radio and possible television career. Whatever it was, it was a swell idea. The comely Jane has just returned from New York where she had a grand time as guest soloist with Rudy Vallee and his orchestra. Her voice is now heard on many programs of the NBC.

MARY AND BOB CAN TELL THE DARDEST THINGS during their program heard each Tuesday over NBC networks. And the funny thing about it is that each broadcast is a True Story. Mary is played by Nora Sterling, well known radio actress, and Bob is played by Cecil Secret.

SOME OF THE TINY ETHER FOLK of the "Lady Next Door" program, and the "Children's NBC Hour," gather around Miss Madge Tucker for a confab on matters purely dramatic. Miss Tucker directs all juvenile programs for the NBC.

THE MANLY ART TAKES THE AIR is the title of this sketch. Left to right, Referee O'Hanlon, Dick Madeo, Bill Schudt at the mike, and Madeo's opponent on the canvas; take part in one of the amateur boxing matches broadcast weekly over Columbia television station W2XAB.