The Garbo of Radio Row

AN UNUSUAL STAR WHO PREFERS TO REMAIN HIDDEN IN THE STUDIOS

Unusual among radio and stage figures, Jessica Dragonette thrives on a minimum of personal publicity, shrinks from public contacts, finds her pleasure in radio work, well done. Her unassuming, enigmatic behavior has brought her the title, "The Garbo of Radio." This story tells why.

WHAT is radio personality? Many persons have pondered the question, many answers have been given, yet perhaps the best answer of them all is contained in one diminutive artiste, Jessica Dragonette.

For Miss Dragonette has as much of that mysterious, essential quality as any one in the studio, and in watching her work, talking with her (when she will consent to talk), one finds the true reason for her success. Personality, plus.

And, as in the case with personalities, many people misunderstand La Dragonette. She has been called lately, "The Garbo of Radio," a not uningenious title, it a sadly belated one.

To fully understand this unusual person one must really begin half the world.

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PROGRAMS FOR WEEK OF MARCH 11th TO MARCH 17th
THE RADIO ROVER

By Ed J. Fisher

Of the secret hopes which we have cherished in our childhood, listening to radio programs seems about to be fulfilled. For many yawns we have wondered what interest the listening public had (if any) in the stereotyped housewives' talks, cooking recipes and other daytime handiwork for the good of the little wifey at home.

The Columbia Broadcasting System, we learn, is about to dispense with the outpour of culinary advice from their other channels. That is, with the exception of those already offered. Columbia believes that housewives crave entertainment rather than education; a bit of melodic cheer rather than boresome chatter of the housewife's making.

For that, we give three lusty huzzas and congratulate CBS for its showmanship and courage in eliminating obscure features in order to pioneer in the daytime field, which certainly needs development, artistically as well as commercially.

• George Jessel, whose contract on the Chace & Sanborn Hour was extended until April 3rd, has abolished Eddie Cantor's idea of having a studio audience. Cantor needed people in order to give him a reaction to his gags, such as they were, but Jessel speaks so softly into the mike that the studio audience can't hear him.

• Alfred J. McCooker, director of WOR, was recently presented with the key to the City of Long Branch by its Mayor, J. William Jones. The presentation followed a civic broadcast put on over WOR by the city. A quizzical expression spread over Mr. McCooker's face as he was handed the key, a somewhat ornate, brass affair. "Mr. Mayor," he queried, "I'm sort of pleased as to what this will unlock?" "Don't let that worry you," responded His Honor. "I've provided for that. If there's anything in Long Branch it won't unlock, I'll send the Police Department around to break in for you!"

• They say that trouble is brewing over at the National Broadcasting Company. David Sarnoff, president of the RCA, is due back from the South in a few days. He is reported to be displeased with conditions at the Fifth Avenue and it is expected that a general shake-up will ensue shortly after his return from the South.

Sarnoff will map out a new plan of reorganization with Martin Beck, new chief of R. K. O. We wonder what'll become of the Palace when R. K. O. erects its new theatre in Rockefeller Center. (That's Radio City, you wonder, in fact, if R. K. O. will erect that theatre at all. The present Seventeenth Avenue building may once again become as Martin Beck's Palace, and why not?)

It is interesting to look back through vaudeville's records before the days when the movies and radio arrived to put the skills under the two-a-day, Competition or no competition, the fact remains that Messrs. Keith and Proctor, and Albee and Williams, made money with vaudeville and stepped out of the pictures with comfortable fortunes, and that more lately, well, it's just too bad. The millions are not being taken from the business these days; the business is crying for millions to keep it on its feet. Oh, hum. And so, back from his retirement comes Martin Beck, still owning a third of the Palace, to clear out a bit of deadwood, and young sops, from the R. K. O. organization. And R. K. O. merely leases the Palace, if you didn't know it.

• We want to extend our congratulations to Norman Brokenshire, one of the pioneer performers who has hit the high and low spots, and who now comes back over a tortuous road of misadventure, to the air waves. Always a great bet, with a voice that ingratiates its owner; a witty master of ceremonies, yet, at times, irresponsible. Brokenshire is one of the most lovable characters in radio—and one of the most dependable.

We are assured that "Broke" has thoroughly rehabilitated himself, and is about to race to new glories via the Columbia network. Best of luck, and may the road be easy!

• Neil Vinick, WOR beauty expert, won't permit strangers to watch her broadcast. The other day she waved out of a studio room a man who was watching her through a window and listening to her voice from a loudspeaker. (WOR's Press Dept. will likely go through the roof when it reads this.) The man happened to be a very prominent interviewer from a nationally popular magazine. He had been sent there to do a feature about her!

Ethish Shatta

• Introducing Mrs. George Olsen—Ethish Shatta who was—who lends her beautiful soprano voice to her husband's broadcasts over the WABC-CBS network.

Before she signed up as George's leading lady, Ethel was starred in "Lous XIV," "The Follies," "Woopee" and other musical comedies. The House of Olsen, which includes two small boys, motors to Atlantic City every week-end, where a part of the time is spent in a bussiness's vacation station WPG.

Inventor to Describe New Aid to the Blind

Robert E. Naumburg, inventor of the Printing Visagraph, a machine which makes it possible for the blind to read any printed or written matter whatsoever, will describe his remarkable instrument during a talk over WOR Monday, March 14, at 6:45 P. M.

The machine is intended for the use of the blind person himself. The apparatus is small and reproduces any printed page, low drawing or chart on heavy foil, the contrasts being registered by selenium cell, varying strength electric impulses over a wire actuating an embossing punch or tool from the under side of the sheet so that the object is reproduced in enlarged form raised above the surface. It has uses in engineering work and in the graphic arts, but particularly in opening up to those of failing sight to the blind all special and current literature. The sense of touch alone is used and the forerunner of the right hand, already trained to read embossed letters in braille, is used.

Chinese Death Ritual Honors Dr. Sun Yat Sen

A curious Chinese ritual, the seventh anniversary celebration commemorating the death of the founder of the Chinese Republic, will be broadcast over the WABC-CBS chain at 10:45 P. M., Saturday, March 12. The ceremoney will be enacted by the American Friends of China Association.

Dr. Sun Yat Sen, who was born November 12, 1866, and who died March 12, 1925, will be eulogized in Chinese song and talk arranged especially for radio presentation. The entire ritual, practiced in China and in the Chinese settlements around the globe, lasts more than two hours. The program was arranged by Judge Paul Myron Linsberger, legal adviser to the National Government of China and special envoy to the United States.

Although the ceremony is around death, Chinese custom has decreed it to be a celebration. Music flows cheerfully from the odd musical instruments of the Orient. The songs sung are songs of happiness and well-being; the talk is of good times and the pleasing moments in the life of the commemorated one.

Dr. Hugo Riesenfeld Gets WOR Engagement

Dr. Hugo Riesenfeld, conductor and composer, will be heard over WOR each Sunday evening hereafter at 7 P. M.

This new series brings to WOR and its audience an orchestra and conductor of unquestioned excellence. For many years Dr. Riesenfeld was general music director for the Rivoli and Radio theaters and he is responsible for the creation of the famous arrangements of "Classical Jazz" which have received world-wide recognition.
Mrs. Coolidge’s Poem
For Son to Be Sung
Mrs. Calvin Coolidge’s poem in memory of her son, the late Calvin Coolidge, Jr., entitled “The Open Door,” as set to music by Maury Madison, will be sung by Robert Simmons, Tenor, during the Good Friday broadcast of the Campbell Soup program over a WENF-NBC network on Friday, March 25, at 7:15 P.M. This will be the first time the Madison arrangement for the poem has been heard on the air. Selections by a concert orchestra under the direction of Howard Lain and a composition by Com. Charles G. Dawes will complete the special program of serious music. Permission to use the poem, which Mrs. Coolidge wrote on the fifth anniversary of her son’s death, has been obtained from the former President’s wife.

Indoor Tennis Play
Is To Be Broadcast
Descriptions and summaries of the most important matches of the Thirty-fourth Annual Men’s National Indoor Singles Championship, to be played in the Seventh Regiment Armory, Park Avenue at Sixty-sixth Street, New York City, will be broadcast over the WABC-CBS network during the last three days of play—Thursday, Friday and Saturday, March 17, 18 and 19. Ted Hinton will do the announcing.

Nearby 100 of the leading tennis players will participate in the tournament, among them Boris epithet, who won the indoor title last year. Boruta heads the French group of players which arrived in this country a few days ago to play in the tournament and to take part in the international matches with the team representing the United States. Other members of the French team are Christian Boussaux and Antoine Gentian.

Former Commissioner
Will Advise Listeners
Orestes H. Caldwell, former member of the Federal Radio Commission, will give technical advice to radio receiving set owners in a series of four talks to be broadcast during March.

He will discuss “Does Your Radio Set Get All Stations?” on Saturday, March 12, and “Getting the Most From Your Radio Set” on Saturday, March 19, at 7:45 P.M. over a WJJZ-NBC network.

Over a WENF network Caldwell will talk on “Can You Get Clear All the Good Things on the Air?” on Monday, March 21, and “Clear Radio Reception” on Monday, March 28, at 6:45 P.M.

The speaker will illustrate his talks with program effects, demonstrating the difference between well-balanced reception and partial reception.

Last year Caldwell broadcast a series of novel programs in which the crash of a dropped pin, greatly amplified went booming over the airwaves, and the crashing of electrons escaping from radium watch dial was heard across the continent.

Secretary of Treasury
Will Discuss Tax Bill
Oudin L. Mills, Secretary of the Treasury, will discuss “The New Tax Bill” in an address in the Institute of Public Affairs Program to be heard Saturday, March 12, at 10 P.M., over the WABC-CBS network.

Democratic leaders predicted that the new, bi-partisan tax bill will be ready for House action by March 8. The measures proposed increased taxation to the extent of $1,000,000,000, most of which will be raised by a general sales tax on manufactory products. It is the first major legislation involving the Treasury since Secretary Mills took official charge of that department and will also be his first extended address of vital importance to the nation’s taxpayers since assuming the secretaryship.

He will speak from Washington.

Dorothea James
• The “Movie Star Review,” which is heard every Tuesday and Thursday afternoon at 5:45 over the WABC-CBS network, boasts of one of the prettiest title blondes on the stage in the mistress of ceremonies, Dorothea James. Miss James has posed for many artists and sculptors, and her past performances in the theatre include “Good News,” “Follow Through” and “Princess Charming.”

Reviewing Radio
By Mike Porte
IT’S a big pity, of course, that the NBC has decided to let Sylvia Fous go. She was what the program experts would call a “natural.” But Lottie Howell, who considered Sylvia a competitor, complained to John Royal, the NBC president, and Mr. Royal, who thinks a lot of Lottie, gave the word. And until it was all over, Sylvia didn’t even suspect.

The finger also has been given Peter Dixon’s “Raising Junior,” which will be aired the reverse manner in April. In other words, this two-year-old feature goes into the ashcan. And in the same month Ray Knight’s Cucurucu feature will be ditched.

• The inimitable Mr. Hill, who runs the London affairs, isn’t satisfied yet with before rounding the experiments and is considering a program for WOR on which various experiments will be tried before shifting to the networks. And incidentally, some weeks ago I said that Walter Winchell was getting $3,000 weekly for his Okaying. Beg pardon! It’s $3,900 and he doesn’t have to pay artist bureau commissions. Walter “Man-a-Blick” has put 90,000 men to work. So I toss him one of his own orchids.

• I could and would cluck a dozen of the same orchids to the networks if ever I put the necessary experiment into the air. I would think it’s for the networks if I ever put the necessary experiment into the air. I would think it’s for the networks if ever I put the necessary experiment into the air.

• How’d you like that Elise Janis broadcast? Me, I thought, like the other observers, that she was terrific. And do you know why? Well, a few nights before her mike bow, she was with Paul Whiteman at Bert McNorv’s apartment when a call came for an audition. “Audition!” she gasped. “Well, can you better that! I don’t audition. In an established artist. I hate radio any how. They’ll take me without an audition. They’ll take my personality—and they won’t like it.”

But THEY DIDN’T LIKE IT—AND THEY WO N’T TAKE IT ANYMORE!

• And speaking of Whiteman, maybe it will give you an idea how much they think of him at NBC. George McGinnis, another vice-president, kept Paul waiting forty-five minutes for an interview, on the day Paul barged in from the West.

• Arthur Jarett assures me, after talking with a lot of the people in the WABC reception room, that “A bore never leaves a hole in the memory of his victim.”

• Ferdie Grofe, the demon arranger, the creator of “The Grand Canyon Suite,” over which Grofe and Whitman split Grofe, the man who made Gershwin’s “Rhapsody” digestible—is conferencing with Vincent Lopop, and a tie-up may follow. The idea is to get together on a piece which will be a sort of American history in music.

• Russ Colombo’s personal fortune at the moment is $5,000. The bank. Mint Millman is managing him since his split with Con Conrad, whose bright visions of huge success with Russ faded. Connie is now combing the Florida beaches for new crooners. A gluton for punishment, is Con.

• The boys to whom George Olsen lost considerable of the necessary during gambling orgies in New Orleans are beginning to put on the pressure.

• Bert Low postcards me from St. Paul. Minn., that his marital troubles are over; that wifsky is in Reno attending to happiness matters and that he will be touring for ten months.

• And there’s the young radio editor who tells me his paper’s new slogan might be, “All the nodes that’s fit to print.”

• You spell it “B-U-L-O-V-A” no matter what time it is. And Bobba is getting ready to chair the radio. With the Buis Agency, the Bobba Company is negotiating with three stations to chair a channel for regular long-hour coverage in New York. The stations are WJCT, WAAM, and WODA, all Jerseyites. This trio shares the same wave; WODA and WAAM each have three seventeens of the time, and WJCT one seventh. Bobba will buy WAAM and WJCT, erect a new transmitter in the skeeter swamps, and lease time from WODA. And then you can get your Bobba watch time, or leave it—an one wave.

• Economic pressure is being applied to the NBC program department, which has just had $45,000 shaved from its budget. Which makes people wonder why they tell me that things are so tough that most of the letters in the radio mail begin with the word, “Unless—”
Every radio facility—broadcasting, short wave, television and police—

hook-up has been put to work to one end, the speedy recovery of

the kidnapped Lindbergh baby. Routine police work has stepped aside

to permit of unusual radio hook-up, not only locally but nationally.

NEW YORK CITY, in common with every city and State in the country, has had its police force working without a let-up on the Lindbergh kidnapping case. In the hunt every means of communication known has been used, and radio has been called upon to keep members of the police, as well as the citizenry, aware of every development.

The recently installed radio equipment of the New York Police Department has been kept busy since the first alarm was broadcast, and merely because there are some details of police work which are not for general knowledge, the average individual will probably never know just what its worth has been. But the everyday use

of the police radio is interesting.

New York's City's Police Department call letters are WPEG, and the wave length upon which the transmitter operates is shared by several other cities. The two nearest being Memphis, Tenn., and Oklahoma City, Ola. Messages are
transmitted from the central office just as any broadcast, and any one having a receiver tuned to their wave can pick up the messages intended for the police forces. There is no "scrubber" device on the transmitter and the only obtuse part of the police messages is the code signal which indicates what procedure the policemen should be prepared to use against the criminal or criminals they are seeking.

Any one who has followed a police car on its routine duties realizes that aside from the magic of radio itself the work is a humdrum thing. No one notices the car, a dark sedan, for it is like any one of a thousand others. No one realizes that one or more of the men in the car wears a bullet-proof vest beneath his civilian clothes, and that hidden within the car are a riot gun and supply of tear gas bombs.

The loud-speaker is attached to the top of the car and except for the controls, contained in a small box on the steering column, there is no sign of the receiver, hidden behind the instrument board. The B batteries are under the floor, and the A battery is the same as that used for the ignition.

At least one gang, but not in New York, owns a short wave receiver especially made for them. The gang specializes in housebreaking. Having selected the house it intends to rob, the gang drives up in a fast automobile and the "made man" takes the broadcast receiver with him, places it on the floor in the room where he is working and proceeds to ransack the place. Should the police be warned of the gang's activities the criminals are aware of it just as soon as are the crimes policemen and, picking up the receiver they manage to make their escape.

Aside from its use by the authorities in the Lindbergh kidnapping case, radio has of course been used by interested parties to further their own ends. The two major broadcasting chains announced that they would remain on the air day and night to keep the public informed of the progress of the chase. Station WOR rendered excellent service in this line, broadcasting a description of the baby, the diet it had been following and any important developments at fifteen minute intervals throughout the first night and kept the world acquainted with each new development. Certain newspapers also broadcast bulletins and a good time was had by all those publicity seekers who welcomed any opportunity to publicize themselves forward for no good reason at all. Despite all this however, the Lindbergh kidnapping did show how valuable radio can be as a medium of public service.

The kidnapped baby and its mother, and below, two of the many radio installations which have been used in the search. One of the many New York City Police cars, the patrolman pointing to the control device on the steering column. The receiver is concealed behind the instrument board. And the panel at Police Headquarters from which broadcast bulletins are sent out to the forces on automobile patrol duty.
Evolved from a boyhood spent in poverty and from months in war hospitals, these fragments from "Tony's Scrap Book" will well the spirit of the philosophical broadcaster's mind.

A BISHOP once gave this advice for the young man who is thinking of marrying: He said, "The young man who wants to marry happily should pick out a good mother and marry one of her daughters: any one of them will do."

Now, that is not good advice. In the first place, he does not always follow that a good mother's daughter will make a good wife. Then love has something to say about it. And in spite of all the advice of the teachers and preachers and economists, young men and young women are going right ahead and doing just as their great grandparents have done—they will marry the one they love or think they love.

Employers may not know it but they must pay the cost of unemployment.

People get the habit of loafing when there isn't enough work to go around, and is quite easy to break away from such a habit, even when later they are given work. A system where everybody works 5 days a week and 8 hours each day would be far better than some work all day and others not at all. Periods of forced idleness have the most demoralizing effects both upon the worker and upon industry, and some day the employers will have to settle the share of the bill.

"My doctrine is to lay aside conventions."

And he satisfies. Just do your best and praise or blame that follows Count just the same.

When Riley wrote that he didn't know whether a man shouldn't fight against injustice because it has existed so long?

Does he mean that we should be satisfied with ignorance, with poverty? Even when we have been robbed we should not fight against disease, and crime—which often mean the same thing? Does he say that he is satisfied with all things as they are? I do not think so. It seems to me he means to say that a man should decide for himself what is right and what is wrong, if he can, and then stick to the right and fight for it so long as he sincerely believes it to be right, and not waste his time in arguing about the matter and sleeping mud at the other fellow for having opinions that differ from his. Nobody can sling mud without dirtying himself.

"Every once in a while I read in the papers of a man who has lived over a hundred years, and they make a bit of it. I don't think that means very much. And a man who is a member of the age in 70 years may be no credit to you whatever. Look at the crocodile. Whether a human being has lived 1000 years on earth does not depend on the years he lives, but on the good he does while here. That's all, and nothing will ever make that truth different, no matter how little it tries."

What you talk about a machine you are liable to break away from. "How long will it last?" but when you consider man you ask, "What's it for good far?"

"The man who gets but never gives," said a poet, "may last for years, but never lives."

"Probably all of the things that's been wrong with the race all along. Most of us have been in the business of taking all we can, and nobody is at all interested in giving anything worth giving away—well, practically nobody."

TONY'S SCRAP BOOK

By TONY WONS

Mr. and Mrs. Guy Lombardo

PERHAPS you have seen Lu at the Roosevelt Grill. She generally makes a pilgrimage there each Saturday night—a platinum blonde with lustrous eyes, a lovely smile exposing even rows of white teeth, and a low-pitched voice through which nouns, adjectives and verbs come tumbling out spontaneously—one on top of the other. The whole Lombardo family possess wonderful eyes, and Lu is no exception. She punctuates most of her conversation with funny little smiles, and has a larger repertoire of stories about the Lombardo tribe. There are enough of them! Guy, and Carm and Lieb and Vic (with their wives)—and Joe. Lu has them all down pat, and her life seems to be quite willingly engaraged in the pleasant come-combinations of being a Lombardo. She radiates happiness. The apartment on Riverside Drive is simply "the berries." Adores it, and trills on about Joe. Joe designed and executed the color combinations and the furnishings. He is only nineteen and studying interior decorating...from the apartment one would judge the youngster has a lot of talent. The fact that he did, however, is, in itself, an example of the implied lands the Lombardos have in each other. Being such an extraordinary young artist, it might have Lu loves animals. The animal kingdom and "Echo," "Rowdy," the most recent addition, is a wire-haired fox terrier pup with an obvious genius for bashing things up, carrying home in the thing room and losing Guy's gyrers, not to mention any number of minor calamities. "Phull," is a large, black Persian cat. Sitting on the piano in the living room against the tapestry thron, she looks like a paint- ing."Phull" washes "Rowdy" with a friendly amusement. It is a constant source of wonder to the Lombardos friends to see "Phull" and "Rowdy" rolling over the floor together in the best of spirits. "Echo" is a Boston terrier which Lu has had for ten years. The old boy is now, old and dumb and going blind, and is something of a problem to the household.

Lu was born and spent all of her life in Cleveland. There were two sisters, and Lulu, Lulu was the youngest. Being the "baby," and blonde, moreover, with incredibly sweet eyes, she got just about everything she wanted. She started piano lessons when she was four years old. The parents subjected her to the violin later on, but, for some strange reason or another, Lu objected to carrying the case around. It made her acutely self-con- scious. She also took vocal lessons, but, she says, with one of her instructor's laugh, "Now, I'm afraid to sing!" What's, perhaps, is a matter of modesty. Lu still plays the piano for his own amusement, though mostly by ear.

These days, what with playing at the Paramount, rectora, Lu sits up until Guy gets in, and, consequently, is night life personified. Her mother, Mrs. Lombardo says with some amusement, is horrified. Lu's sister is visiting her now, and their mother called up from Cleveland the other night. She began, "Now listen here, young lady," and told Lu that when sister returned home, Lu was to do like wise and get some rest, which she ap- parently needed very badly. However, Mrs. Guy is not very sold on the idea. "Now, whenever I go to the country, I Miss New York so," she says, "I have to stay in Cleveland myself and motor out to see mother in the morning. I just can't sleep in the country."

Everything Guy likes, Lu likes. She is very athletic and loves every summer month in Long Island, where she spends most of the time in a bathing suit. "I just get as black as mahogany," she says. They've had some grand times together, aquaplaning.

Lu says she gets a "big kick out of the band." Every time Guy's program is on the air, Lu makes recordings of them so that when he returns home he can listen to them and better judge the band balance. There seems to be a con- tinal battle for perfection in that family! If you want to hear a really funny story, you ought to get Lu to tell you about the time forty of her friends chartered a boat to go ocean fishing. Of that forty only eight remained without a touch of mal-de-mer. She described Little Jack Little, peering facetiously around corners at everybody else who was sensick, and so green himself that he thought he would die before they saw land again. Lu gets a "big kick" out of living. She's really grand. If you wander into the Roosevelt Grill one Saturday night, keep an eye out for les and see for yourself.

THE BEST ARTIST

By GEORGE D. LOTTMAN

When Belle Baker, who starts next week as a weekly on the CBS network, the American Safety Razor Co. was in Montreal over the last week-end, she visited some of the cutest spots in that community.

The funniest thing she saw, she told friends on her return, was a postcard on which was written: "Feeling up, and hearty, and breathing up well under the strain."

"Arthur Jarrett was discussing foreign film stars."

"The most charming thing about them," the CBS song stylist observed, "is that they speak broken English so fluently."

"He was an enthusiastic young warbler, and his enthusiasm was more satisfactory than his music, and he applied for a job with Vincent Lopez' band."

"You know," he told Lopez, "I throw myself into my work, I actually throw myself into any job I undertake."

"Well," drawled Lopez, "the best advice I can give you, dear fellow, is to go and dig a well."

"Whenever you hear somebody talk about his 'fag of a family tree,'" said George Olsen the other night, "there's usually something very shady about it."

"Leo Reisman tells it on himself, and although it gave us a slight slumber, we pass it on to you as one of those 'believe-it-or-not' gaps."

Reisman, as you may know, has a crop of hair that is rare indeed. He thought he'd have it trimmed lately, so he entered a Boston barber shop. He found the chops he wished in the medium mood. "They just took my brother to the zeroinator," the informant explained.

"A man come in and got a shapoo, and my brother asked him if he wanted a shapoo. "No," said the man, and my brother cut his throat."

"So what?" asked Reisman, no little annoyed.

"So do YOU want a shapoo?" piped the latter expert.

"Leo Reisman, who makes a tour of the world every four years, was discussing habits and customs of other lands with some of his students in the Columbia studios the other night."

"How about the bands in Scotland?" quipped one of those "ho-bo-bo" choruses until the other.

"No," Tom Brown, NBC tenor, never did one of those 'ho-bo-bo' choruses until the other. He had tried to churn up a style in the state made famous by the battling baritones, and got so frightened at the result that he developed a severe headache.

"Says Jimmy Melton, celebrated NBC tenor, "The old-fashioned suicide who used to turn on the gas raw steps on it."

Nick Lucas was discussing great Amer-icans with a friend the other day, just prior to leaving our team for the coast. "I think," said his friend, "that Washington has had more things named after him than any one else; National's the State of Washington, several cities by that name, the Washington monument, and, so ever more, he.

"That's nothing," was Nick's retort.

"There's an American named Henry Ford who, in a million him running around the country right now."
Editor's Mail Box

A column devoted to answers to queries from readers pertaining to radio, record artists and related subjects. Address the Editor's Mail Box, Radio Guide, 475 Fifth Ave., New York 17, N. Y.

C. E. I.—The part of “Jack Arnold” on the “Myrt and Marge” program is played by Victor Howells.


Harry Herrman, Jr.—Home addresses of the radio stars are never given out. Write Note Smith in care of the Columbia Broadcasting System, of which department he is now the supervisor.

Mrs. M. A. Aher—The organist playing over WTMJ, Cleveland, at 6:30 A. M. is “Doc” Winitz.

Joe W.—There is no present schedule for the European Station. At home has not been considered by the Chase and Sanborn Hour. Eddie Cantor’s return to that NBC program is not yet definitely decided—it will be in the late Spring or early Summer.

Mrs. George J. Longshaw—Gene and Glenn are also on a program over WTMJ, Cleveland, except Saturday and Sunday. At 6:15 P. M. and Sunday at 8:45 P. M., which is the Space Unseen. Yes, Gene takes the parts of June and Lena.

Mrs. W. V. Com allowance—Ritchie and Let- tens Gilbert are “The Gibbiss” heard over WJZ and 1540 WIA at 11:00 P. M.

J. B. S.—The theme song of the “True Story Hour” is sung by Fred Vettel.

Dr. Arthur Kiesler—Billy Jones and Elliott Shaw started work on March 7th, over WJZ at 7:43 P. M. Weber and Shaw’s words are not heard for an appearance at present.

Mrs. E. J. Goff—The City Service Caravans are Frank Parker, Harry Shope, John Seegle and Elliott Shaw. They are on other programs, but not under the name of the Caravans. Harold von Eisenberg is 36. Vobegar is his only program. Harry Horlick can be heard only on the Adi. Gypsies broadcast.

The Last One

George Rector

The last of the old time entertainers, George Rector, gives the benefits of his worldwide and lengthy experience in the cabaret art to homemakers throughout the country over the WEAF-NBC chain. He is heard every Thursday over the 7 o’clock period “Our Daily Food,” speaking from whatever part of the country he happens to be visiting, always in the interests of more and better meals, and under the sponsorship of the A. & P. stores.

PURITY PERSONAL

Back in the big city after six months on tour with Armstrong’s Commanders, Howard Barnes is cataloging records for a chain of record and music commercial to get going.

John deJarn Almworth, night exec at seven eleven, has two claims on Ward’s attention. In the first place he has no high hat, and the second his collection of miniature clown animals is unusual. The largest is a circus horse, the smallest slightly larger than a pin head.

Margaret Holland, hostess, and Ed Cashin, production, are holding hands in various dark corners at CBS.

Bennie Stevens, CBS publicity, has a piece of land on Copi.. (So what?)

The latest acquisition by WOR’s announcer Bob Hall, former clevel announcer of KOIL, Council Bluffs, Iowa. Before taking up radio Bob toured with the late Theodore Roberts and Buck O’Hara, and spent many years on the Keith and Orpheum circuits.

That “Bath Cloth” theme song, “Hello Evening Star,” is to be published by Irving Berlin, Inc.

“Bill” Paisley, NBC research library, has turned over a dance, “Just Like You,” to be published by Joe Davis, Inc.

Sherman Kane, leader of the WOR stand-by orchestra, has his own group in his musical ensemble. The reason, he says, is that as along as “it will sound that nobody blows good.”

Sydney Raphael, pianist of Enery Electric’s Hungry Jack radio show, is engaged, and it’s a girl. She’s to be named Geraldine Ann.

Harry Tighe, WJW, recently lost his mother.

Adirondack Wills (Alf Frisk Knight) is a member of the “Blessed Event” cast.

T. F. Kennedy, WOR’s Development and Research Department, gave a pint of blood to save the life of his niece. They are both blood groups A.

Sabra Worth, CBS hostress, is sandwich performances in the dramatic productions of the “Honeymoon Club,” between her Columbia duties.

Ben Alfer’s family paid him a short visit on their recent trip from Virginia.

From the West

June Purcell

June Purcell, who sings in the manner of the late Nilla Hara, was heard for the first time over a WJZ-NBC network Tuesday, March 8, beginning Thursday radio broadcasts over WJZ at 8:15 P. M., Monday through Saturday, at 6:30 P. M., and WFAV-NBC network until April 4. Her schedule will be: March 10 and 11 at 10:45 P. M., WJZ; March 14, 17, 19, 24, 25, at 6:45 P. M., WEAF.

Born in Indianapolis, Miss Purcell went to Los Angeles eight years ago for a visit and suddenly found herself embarking in radio and a vocal career.
SPECIALS OR TODAY

3:00 P.M.—WJZ-NBC—Metropolitan Opera, "Siegfried"
7:15 P.M.—WABC-CBS—Maxwell House Program
8:00 P.M.—WEAF-NBC—City Concert Orchestra—Jesse Dragoon
8:30 P.M.—WOR—Corse Payton's Stock Company

PROGRAM FOR FRIDAY, MARCH 11th

WNYC—10:00 A.M.

WNYE—11:00 A.M.

WOR—12:00 P.M.

WNYC—2:00 P.M.

WOR—3:00 P.M.

WNYE—4:00 P.M.

WNYC—5:00 P.M.

WOR—6:00 P.M.

WEAF—7:00 P.M.

WNYC—7:00 A.M.

WNYC—9:00 A.M.

WOR—10:00 A.M.

WNYC—11:00 A.M.

WNYC—12:00 M.

WNYC—1:00 P.M.

WNYC—2:00 P.M.

WNYC—3:00 P.M.

WNYC—4:00 P.M.

WNYC—5:00 P.M.

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WNYC—7:00 P.M.

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WNYC—11:00 A.M.

WNYC—12:00 M.

WNYC—1:00 P.M.

WNYC—2:00 P.M.

WNYC—3:00 P.M.

WNYC—4:00 P.M.

WNYC—5:00 P.M.
Two Popular Programs Trade Broadcast Time

Network changes affecting two of the best known radio programs on the air were announced today. One former NBC picture switch to CBS, and one CBS program will hereafter be heard over the NBC.

The Maxwell House Ensemble program, with Sammy Ross, will be heard on the CBS networks beginning Monday, March 7. It will be on the air for fifteen minutes every Monday, Wednesday and Friday at 7:15 P.M. Don Voorhees' orchestra will support him.

The "Real Folk" program, George Frame Brown's rural sketch, will wind up its Sunday afternoon broadcasts over CBS system on Sunday, April 3, and will begin broadcasting over the WJZ-NBC network Thursday, April 7, at 9:30 P.M., under the sponsorship of Post Toasties. Until April 7 Maxwell House will continue to broadcast over WJZ at the same time the Laney Ross combination is heard from Columbia. However, the featured artist during the remaining weeks will be the Countess Olga Abani, widely known soprano star.

NO GOOD REASON

Don Bigelow and his orchestra join Tal Henry and his North Carolina St. Patrol's in playing for the Sigma Alpha fraternity ball in Philly. But that's not why the frat brothers call themselves the "good old SAPS," surely?

Smith College Singers

Concluding the series of seven concerts featuring the choir and glee clubs of the leading women's colleges of the country the Smith College Glee Club will present a varied program of madrigals, folk tones and operatic selections during the broadcast over the WABC-CBS network Monday, March 14, at 3:45 P.M.

Two lively picked voices from the club will be heard in the program.
**SPECIALS FOR TODAY**

3:00 P.M. — WABC-‘Metropolitan Opera, “Sudito”—Second Act
7:00 P.M. — WABC—O’Leary’s Irish Minstrels
8:15 P.M. — WBAL—Polkowski and the Philadelphia Symphony Orchestra
10:30 P.M. — WOR—Chandler Goldthwaite—Organ Recital
10:45 P.M. — WABC—Sun Yat Sen Anniversary Service Program

*Every effort is made to insure the accuracy of our programs at the time of going to press; however, there is the possibility of last minute changes.*

*For Log of Local Stations See Page 8*

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**PROGRAM FOR SUNDAY, MARCH 12th**

- **6:15 A.M. to 10 A.M.**
  - WABC—Mead & Monahan’s Boys Band
  - WABC—Black and Gold Room Orchestra
  - WABC—Bill Bragg and the Famous Staggers

- **12 Noon to 2 P.M.**
  - WABC—M. D. Pfeiffer’s Band
  - WABC—M. D. Pfeiffer’s Band

- **2 P.M. to 4 P.M.**
  - WABC—WABC-TV11
  - WABC—WABC-TV11

- **6:00 P.M. to 10 P.M.**
  - WABC—Voice of Coal
  - WABC—Voice of Coal

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7:00 P.M. — WABC—O’Leary’s Irish Minstrels
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*For Log of Local Stations See Page 8*
DRAMATIZED BROADCASTS

So much interest has been shown in dramatic presentations over the radio that the following list of plays and players heard regularly over the air has been prepared by Radio Guide. Some programs carefully match the identity of the players, but the list is as complete as it was possible to make it.

**NBC PRESENTATIONS**

Adventures of Sherlock Holmes
WJZ 9:00 P.M. Wednesdays
WEAF 9:30 P.M. Thursdays
Election of Sherlock Holmes...........Richard Gordon
Charles Kenyon, Ronald Brooke, Edith Atwater, Mildred Macready, Mr. and Mrs. Charles C. Hart, Rudolph Schildt, John McRobbie, Elsa Darrow,

The Hitt Garden Days
WJZ 8:30 P.M. Mondays
The cast includes Virginia Gardiner, William Shapley, Joseph Bell, Virginia Oldfield, John Tucker, Edgar, John Thayer.

Keeping Up With Daughter
WEAF 11:00 A.M. Wednesdays
The cast includes Nan Durant, Janet Smith, Edith Atwater, Virginia Gardiner, Virginia Oldfield, Joseph Bell.

Moonshine and Honeysuckle
WEAF 2:30 P.M. Sundays
Cast:...Ann Faye, Laura Lennen, Philip Howard, Morris Grey, Theresa Walters

Romeo and Juliet
WEAF 8:15 P.M. Thursdays
The cast includes Joseph Walker, Henrietta Tedro, Desi Adamec, Bob White and John McRobbie.

Sirocco (Italian Days)
WEAF 7:15 P.M. Saturdays
The cast includes Arthur Allen, Inez (Italian Days).......

True Story Hour
WEAF 6:45 P.M. Mondays
The cast includes Mrs. Gemini, Straker Weyl, was a dutiful daughter of... Henry, and the beautiful Luise Weyl.

With Canada's Mounted
WJZ 10:00 P.M. Mondays
The cast includes Etta Wray, Allyson Fromm, Bessie Harvey, Charles Walters and William Funeral Home.

**CBS PRESENTATIONS**

Myrt and Marge
WABC 7:00 P.M. Daily—Except Saturday and Sunday
The cast includes Myrt A. Howard, Beatrice O'Brien, and Katherine Holt.

Radio Guild
WEAF 4:15 P.M. Fridays
The cast includes Fumando Malone, Claude Baer, and Walter B. Halley.

The First Nighter
WEAF 9:30 P.M. Saturdays
The cast includes June Meredith, Desi Adamec, and Clifford Shirley.

WJZ 6:30 P.M. Sundays
The cast includes Althea D. Keen, William Stanley and Joseph Grayson.

**WOR PRESENTATIONS**

The Scott All-Wave Superheterodyne

The Corse Payton Stock Company
WABC 8:00 P.M. Thursdays
The cast includes Corne-Payton, Henrietta Brown, Willam Green, Mr. Arthur G. Underhill, Mrs. Sydney Adams, and Richard Renton.

The Witch's Tale
WABC 9:30 P.M. Mondays
The cast includes Nancy, the Witch, Adelaide Fitz-Allen, Alice Delwin Cole, and Myrtle O'Flynn.

The Bronze Marriage Bureau
WABC 7:00 P.M. Mondays and Thursdays
The cast includes Mrs. Shairko, Julie Reeves, Mr. Frenkel, and Darley and Darley.

**PUBLIC ADDRESS SYSTEMS**

- Furnished on short notice
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Radio Artists' Representative
Radio Artists, Orchestras, Quartets, Trios, Etc.
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New York, N. Y.

**THE JARR FAMILY**

dear to the hearts of millions. Mr. Jarr, Mrs. Jarr, Willie Jarr, and little Emma Jarr, Policeman Reilly and the Cakeby girls from Philadelphia.

**SUN SHINE FARMERS**

Enjoy the largest and finest sun shine grown in the world.

**THE SCOTT ALL-WAVE SUPERHETERODYNE**

is demonstrated DAILY. Not only on stations throughout the United States; but on direct foreign reception. Not merely a whisper; but clear and powerful.

**VISIT OUR STUDIOS**

any afternoon up to 6 P.M., we will offer you an opera direct from Rome—or the latest news from Paris—or even live music from London. If you want to go out with the SWITZ, make a special appointment for Sunday morning; and we will be pleased to have you listen to Australia—bound enough to be heard.

**CLIP—MAIL NOW**

ELECTRON RADIO COMPANY
32-12 Broadway, Dept. M, Astoria, L. I., N. Y. Sold as the World's Oldest Name in Tiles.

Name ____________________________
Street ___________________________
City _____________________________
State ____________________________
SPECIALS FOR TODAY

3:00 P.M.—WABC-CBS—N. Y. Philharmonic Symphony Orchestra under the direction of Sir Beecham, Director.

8:15 P.M.—WOR—Bernhard Levitin's Ensemble Symphonique.

9:45 P.M.—WJZ—"Don Carlos de Bezaz," Dramatic Play.

10:45 P.M.—WABC—Ernest Hutchison, Pianist, with Concert Orchestra.

Every effort is made to insure the accuracy of our programs by going to press; however, there is the possibility of last minute changes.

For Log of Special Stations See Page 8

7:00 P.M. — WOR—Lillian's All-Star Blue Gown Program—Hugo Reisenfeld, Director.

11:00 P.M. — WBCN—International Broadcast from Germany, no time.

4 P.M. to 6 P.M.

1:00 P.M. — WOR—International Broadcast from Germany, no time.

6:00 P.M. — WOR—Peter's Voice, no time.

3 P.M. to 10 P.M.

12:00 P.M. — WOR—Nellie Wallaceloppe's Hilarious Goodwill Hour— hostess, Nellie Wallaceloppe.

10:00 A.M. to 12 Noon

12 Noon to 2 P.M.

WOR—Alley Blue Gown Program—Littman, Inc.

10:30 A.M. — WOR—Mrs. L. S. Louis.

10:00 A.M. — WOR—Heavenly Musical Luncheon, at the Hotel Astor, 12:00 Noon, William Harrison, Director.

10:00 A.M. — WOR—Heavenly Musical Luncheon, at the Hotel Astor, 12:00 Noon, William Harrison, Director.

10:30 A.M. — WOR—An Introduction to the Musical World—Mary Walker and Committee Member, 12:00 Noon, William Harrison, Director.

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THE CARBO OF RADIO ROW

(Continued from Page 1)

away, for the future NBC soprano star was born in Calcutta, India, and until she was six she traveled with her parents through many of the remoter parts of the earth.

When she was six years old, Miss Dragonette entered the Georgian Court Convent School, housed in the beautiful old Gould Estate at Lakewood, N. J., and there she remained until her education was complete, and she had left to make her own way in the world.

The good Sisters under whose eye she had studied had early recognized her music. She sang their usual early and her voice, and her training in the rudiments of music had been thorough and painstaking, both in the classroom and in the piano lesson. And so, not very many years ago, Jessica Dragonette came to New York, looked for an opportunity to show what she could do with her voice. Max Reinhardt was preparing for the American production of his masterpiece, "The Miracle."

One in a Hundred

Miss Dragonette was one of a hundred aspirant young people who applied to the impresario. Reinhardt was looking for a soprano, the only solo part in the production, that of an angel who was to sing from above the clouds, and after auditioning Miss Dragonette he very respectfully told her that, while she had a beautiful contralto voice, it wasn't exactly what was wanted.

a misunderstanding, and the singer's versatility, nearly lost her the engagement. She so much desired. Several days after her first audition, Miss Dragonette learned that Reinhardt had been looking for a soprano, not a contralto. And Miss Dragonette's voice is a natural soprano, with an unusual range, she had sung the lower part under the impression a contralto was wanted.

As soon as she learned the part was for a soprano, she returned to the producer, asked for another chance, sang just once and was accepted.

Although she was the solist in the production, Miss Dragonette never appeared on the stage. She sang from high above it, out of sight of the audience. Moreover, she sang entirely without accompaniment, yet kept on pitch so well that Feodor Chaliapin, himself hailed as the greatest voice of his day, declared later, "The angel is the best voice. It is a beautiful voice, a superb voice."

Following her appearance in "The Miracle," Miss Dragonette played Kathie, the feminine lead in "The Student Prince," opposite Howard Marsh, and was in charge of the 1926 edition of the "Grand Street Folies."

And then Miss Dragonette displayed her personality as well as her originality, when she deliberately turned her back on what promised to be a highly successful stage career.

Three Years Ago

The National Broadcasting Company was casting about for a young soprano to complete the light operas and musical comedy company it was assembling under the direction of Harold Sanford. That was six years ago, when broadcasting was still small, but an infant as it is at the present day.

"There's a beautiful young girl who knocked on the door of the NBC Telearts, " the Student Prince," a Broadway figure told the radio men.

And Miss Dragonette, unknown to radio, faced the microphone for her first radio audition just as thousands of other aspirants have faced it, heart thumping, a trifle more, but less a nervousness. "I was not thrilled at my first microphone appearance, " Miss Dragonette said. "In fact, I didn't like it at all. I felt very nervous, and was conscious of an immense distraction, hard to describe. The silence, the lack of applause after the performance, appalled me. I wanted to run away and never come back."

Despite all this, however, Miss Dragonette was farsighted enough to realize that radio was bound to grow, and to the amazement of her friends she stopped the theater and turned to radio exclusively. Well-intentioned advisors protested that she was extremely foolish, but the singer thankfully thanked them for their interest and kept on in her chosen field.

"I am young, and radio is great," she declared, "and I believe radio's growth will be as rapid as was that of the motion picture. I'm going into something new, and I believe that I can manage to develop it, and in time become outstanding."

And that she meant what she said has been proven on many occasions since then, when Miss Dragonette has surprisingly declined the offers to star in her musical productions on Broadway.

Her Programs

Among the productions with which she has been identified on the WFA and WIZ networks may be numbered the "Philo Hour," the Bakelite, "Cycle of Romance," and the "Night Light" programs. More lately, and at present, of course, Jessica Dragonette is the star of the Cities Service Program board every Friday night at 8 o'clock on the WEAF-NBC chain. Her first vacation in many weeks, incidentally, will be taken immediately after her program of March 11. She will not be on the air Friday, March 18, but in to resume her usual schedule with the following week's broadcast. But despite her experience, her ability and her undoubted position in the broadcast field today, Miss Dragonette still impressed one as being the "girl back home."-the dainty miss once took to the first football game of the season, or proudly escorted to the "prom."

In appearance she is charmingly dainty. Five feet two in height, she weighs less than one hundred pounds, has a complexion, blonde hair, and, in her own words, "puffed" eyes. (And please don't think that "fair complexion" meant meaner!)

Also, despite her position in broadcast- ing, Miss Dragonette is still essentially the reserved, convent-bred young lady; quiet, self-effacing, unassuming. She has kept up her work on the piano, has published several exceptional poems, and refuses consistently to make "personal appearances" or accept concert engagements. She thrives on a minimum of personal publicity.

All of which, perhaps, is why she has been called "The Garbo of Radio."

BY MILLIE BERGER

Get "Coast to Coast"
With New Long-Short Wave Tuner

Valuable also "tunes" in performance, A.D. W.B. Junior. The American Direct Current Microphone is the most popular of all long-wave telephone sets. It can be had for eight dollars.


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In Novelty Sketch and "X3X"

COLUMBIA Broadcasting System Coast-to-Coast

SUNDAYS
At 9 P.M.

Premier March 13th

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And His Orchestra

ATTRACTIONS
See It! Hear It!

COLUMBIA Broadcasting System Coast-to-Coast

SUNDAYS At 9 P.M.

TRAVELING CONDUCTOR'S LICENSE

*PRINCE LIRA

(Continued from Page 1)
German Ballot Count
Will Be Heard Sunday
• Summaries of results in the German presidential election to choose a su-
cessor to Field Marshal Paul von Hinden-
burg, will be broadcast through the
WABC-CBS network on Sunday, March
13, in two five-minute periods at 7:00
P.M. and 8:30 P.M. C. Hooper Took
will broadcast the returns from the Ger-
man capital.

Germany's internal development is now
passing through as critical a period as
any since the 1916 revolution, and the
presidential election will be only the sec-
ond ever held under the Weimar Con-
stitution. The people will be choosing
their third president, however, as the first
executive, Friedrich Ebert, was chosen by
the provisional government.

Van Hindenburg's chief opponent in
the election is Adolf Hitler, Austra-
ian-born leader of the National Social-
ist party, which musters the greatest in-
dividual strength in opposition to the
Hindenburg-Hindenburg bloc. Candidates
also will be in the field for the German
Nationalist party, headed by Dr. Alfred
Hugenberg, and for the Communist,

Growing Radio Budgets
Show Advertisers' Faith
• Radio's increasing popularity, as well as
an approximately 10% increase in adver-
ses, is shown in the $585,504 increase in radio
appropriations by sixty of the nation's leading
advertisers.

In 1930 these firms spent $10,762,702
for time and station facilities alone; in
1931 the amount spent was $12,671,608. Money
expended for talent, musical and other-
wise, is not included in the above figures.

Notable examples of increased radio
appropriations are the Colgate-Palmolive-
Presto * expenditures, $449,406 in 1930,
$1,406,000 in 1932; Codfish Packing Co.,
$29,731 in 1930, $120,203 in 1931; Quaker
Oats, $651,777 in 1930, $1,180,132 in 1931;
Reynolds Tobacco, $106,463 in 1930, $1,245,641 in
1931, and $1,741,463 in 1932; 41 Washin-
gton Coffer, $26,774 in 1930, $230,810 in
1931.

Even in the Big House

Vinton Haworth
• Even in the Leavear's Postenih...-
where men are hard and the "Cator" a
hitter newspaperman, Vinton Haworth.
They like him as "Jack Arnold," the
assistant State's Attorney in the "Myty and
Morgan" program broadcast over the
WABC-CBS network each night except
Saturday and Sunday at 7:00 o’clock. After
a dramatic apprenticeship lasting several
years, Haworth took his radio leap in 1925,
and has been hard at it ever since.
Before joining the "Myty and Marge-
cast he announced for "The Three Doc-
tors."

Russ Columbo and Leon Belasco
• This picture really belongs to the good old days, as will be attested by the "I know him when I see him" boys. It was taken in Hollywood, where they make the movies pictures,
and thus they were busily at their work. And both before they were well known as they are at the moment.

Utah Lives Up to Its Motto

The General Motors "Parade of the States" program, which was broad-
cast over the WEAF-NBC network at 9:30 o'clock, Monday, March 7th,
offered the following tribute to
Utah, whose motto is "Industry."

By BRIAN BURT

The well-known publisher and the author of "The Man Nobody Knows," each week writes the "Tribute" broadcast during the
General Motors Programs.

WAGONS created in the dark canyon
were cracked; men slumped over
huddled致します of the sudden flight of a
and passed to look.

Below stretched a treeless plain, and a
great lake sparkled there.

"It is enough," said Brigham Young.
"This is the place."

Behind was the border, the last of the
Rockies. Here lay a no-man's land that
Mexico was soon to lose—a dry and
barren land, but beautiful to those who
then, deserrt. They named it, after the
honey bee; Zion, they called it, their
promised land.

And they turned the streams upon it, and it bloomed.

Behold Utah now, after less than ninety
years! Farms and villages blend into
counties of green. Thriving towns are
busy with agriculture and trade.

Farms, mines, factories produce each year
more than an annual million dollars of
new wealth. Where the Yuta Indian was
glad to gather so much as his Winter's store of crickets, five hundred thousand
souls dwell in plenty. For this is the
oasis that man has made—Utah, called
the Bee Hive State, whose motto is Industry!
Yet there remains that other State, the
Utah of the ages; vast, mysterious, believ-

HAVE YOU A RADIO VOICE?

RADIO GUIDE, through the co-
operation of several local radio stations and
R. C. A. Institute, Inc., has during the
past six weeks enabled almost four hun-
dred aspiring radio artists to take micro-
phone tests and ascertain just what their
radio possibilities are.

The enthusiastic response which the
tests have elicited from individuals who
believe they have the ability and per-
sonality with which to succeed before
the microphone has shown there is some
latitude. Next week a further series of
microphone tests will be arranged for,
and the names of those who are to ap-
ppear for their trials will be published in
RADIO GUIDE.

This is not a contest, it must be re-
membered. It is a search for new radio
personalities. Every one is eligible, provided
only that he or she has never broadcast before. Singers, instrumentalists, soloists,
duets, trios, and so on up to chorus groups
and orchestras—all kinds of talent will be
searched for.

The only stipulations are that singers
must bring their own accompaniment, artists
must bring their own instruments (except
pianos); there will be no studio re-
bearers.

If you want a chance at a real radio
tryout, write to "Radio Auditions.
RADIO GUIDE, 475 Fifth Avenue, New
York, N. Y. State briefly what you do,
and give your reason for feeling that you
should be among the first to have a real
studio tryout. Then watch this paper to
see when you are scheduled to appear for
your audition.

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SPECIALS FOR TODAY

4:15 P.M.—WJZ-NBC—Mormon Tabernacle Choir and Organ
5:00 P.M.—WJZ—Floyd of the Mercury's Son's Orchestra
8:00 P.M.—WEAF-NBC—Blackstone Plantation—Crimit and Santerford
9:30 P.M.—WABC—True Story Hour
9:45 P.M.—WOR—Sidle Brown, Violinist—Minstrel Symphony Orchestra

Every effort is made to insure the accuracy of our programs at the time of going to press; however, there is the possibility of late changes.

For Log of Local Stations See Page 8

WEAF- Theater New Yorker Concert Orchestra
WEAF—Municipal Halls—Barnet—Mannes
WEAF—Atlantic City Symphony
WEAF—Berkata—Johannesburg, South Africa
WEAF—National Orchestras
WEAF—Kalamazoo Symphony Orchestra
WEAF—Molasses
WEAF—Opera Company of Carolina
WEAF—Swiss National Symphony Orchestra
WEAF—Lunenburg Orchestra
WEAF—Petersham Symphony Orchestra
WEAF—Melodramatic Orchestra
WEAF—Boston Symphony Orchestra
WEAF—Mannes Orchestra
WEAF—San Francisco Symphony Orchestra
WEAF—Boston Symphony Orchestra
WEAF—National Orchestra of Canada
WEAF—Philadelphia—Leopoldo Scattini, Director

8:15 P.M.—WEAF—Golden Days of Childhood—Alfred
WEAF—Golden Days—Childs Welfare Society
WEAF—Household Program
WEAF—Wheat—Dr. W. B. Hayter, Superintendent
WEAF—P. L. Phillips—-violin, O. F. Stirling, Director
WEAF—Hamontac—Adams, Director
WEAF—Busby Berkeley—Jack Shilt, Director
WEAF—Busby Berkeley—Bette Davis, Director
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Ihe title of this page is "THE STORY OF THE OPERA." It mentions Sadko, a gousli player, and an Attic/Louis D'An event. There is a mention of Sadko's relationship with his father and the King of the Ocean. The gousli is a Russian musical instrument. Sadko's boat is transported to the palace. There is a mention of Sadko's concert at WABC-CBS network. The text also mentions Sadko's wife's singing ability and the role of the wandering posse. Sadko has a taste for modern Russian music. There is a mention of Sadko's daughter, Princess Ardena. The story concludes with Sadko's family's journey to the palace.

**The Stokowski Concert**

Leopold Stokowski will conduct the Philadelphia Orchestra in a program composed entirely of modern Russian music, in the Palace concert to be broadcast through the WABC-CBS network at 8:15 P.M., Saturday, March 12.

In the center of the page, Stokowski will have under his baton the Mendelssohn Club of Philadelphia, of which Bruce Caden is conductor. The group will be from the Curtis Institute of Music, including Sylvan Levin, pianist.