Lady Luck's Stepchildren

ARTISTS WHO FIND "WELCOME" HAS FADED FROM RADIO DOORMAT

That fickle "Femme," Lady Luck, cannot be leaned upon too heavily even by her favorites, those upon whom She has showered Her benevolence in other days. What were Her reasons for leaving "Bing" Crosby without a commercial? Why did She give Maurice Chevalier a most depressing case of homesickness for gay "Paree"? What tempted Her to turn a cold shoulder towards Georgie Jessel? And above all, why did She leave the charming Elsie Janis as cold as Elsie leaves her radio audience?

It's an interesting speculation, trying to fathom the whims of Lady Luck. Despite the fact that Bing insisted upon being a "regular feller," with a minor social weakness that found expression in that ancient practice of elbow bending, Lady Luck landed him on top of the world, put a new idiom in his hand, and wished him God speed. For a while his bo-bo-bo style caught the public fancy and threatened the popularity of that romantic idol of the air, Rudy Vallee, who, incidentally, has slipped up rather than down.

Rudy came through the year of depression with a new Fleischmann contract, at a substantial increase in salary, and Paramount has a two-year option on his services, at $4,500 per week, when his "Scandals" engagement is over. Rudy discarded his emasculated style.

(Turn to Page 13)
A FEW columns ago we told of the contemplated change in morning programs over Columbia. We explained that the radio public was pretty much fed up with stereotyped talks on home-life and wanted more entertainment during the morning hours. Mr. Bailey Allen, nationally prominent home economist, inaugurated a new series of two-week programs on March 16th, called the "Round the World Cooking School." Instead of the usual type of program on culinary advice, Mrs. Allen has put forth in this series an entirely new kind of radio period which features entertainment in the form of music and many novelties. With her on this program is a famous European chef. Each week she explains to Mrs. Allen over the air the preparation of foreign delicacies and national dishes. We congratulate Mrs. Allen and Best Foods, the sponsors of the program, for their entertaining method of putting this broadcast over the air.

"Connecticut Yankees" 1931, st corder Rudy Vallee

"Paul Whiteman, who is now at the Palace, dropped in to visit the Columbia studios the other day and nobody recognized him, he had lost so much weight. They tell me that Paul's doctors are worried about his drastic dieting. He doesn't look healthy at all. Kate Smith, however, who weighs a mere 214 pounds, has no desire whatever to reduce. She believes that to lose weight would mean the loss of strength and vitality, and that it would affect her voice, which is her fortune right now.

"Morton Downey nearly got into difficulties with Strangler Lewis on a train out of Cleveland a week ago. A CIS engineer accompanying the Downey entourage bears an amazing likeness to the wrestler. Downey had heard that Lewis was also on the train, and, engaging in one of his notorious practical jokes, he notified all the porters and trainmen that the real Lewis was an imposter and that the engineer accompanying the train was really the wrestler. The result was that the real Lewis was shunned and high-hatted, and when he found out what had happened, the train crew blamed Downey. Lewis didn't know whether to laugh or get angry, but he made himself known to Downey, intending at first to start trouble. Downey, however, calmed him and ten minutes later they became good friends.

"An interesting yarn is told about a young actress who had a small bit in "Wild Waves," the play which was built around radio. A week before the show closed the girl, in a morbid mood, attempted to commit suicide. She was found in her hotel room and was immediately rushed to a hospital where an anesthetic was given her. She pulled through, however, and refused to say just why she attempted to kill herself. The dailies naturally picked up the yarn, and when the girl finally got back to the show she brought with her a handful of clippings which she proudly displayed to the others in the cast, who would have come close to suicide themselves for front-page publicity. The story of all this is immediately after the performance that night, the lass received a telegram notifying her that her father had dropped dead after reading of his daughter's attempted suicide.

Julia Sanderson and Frank Cramit, who haven't been near the footsteps in years, will play the Palace beginning April 9th...Credit Ben Bernie with the gag about the new vacuum cleaner which is called the Winchell, because it picks up all the dirt...Nick Kenny is making movie shorts. More competition for Schroeder Duration...Phil Cook says he knows a room in the public library where they age the jokes that radio artists tell on the air.

Vincent Lopez, the numerologist, makes the distressing observation that there are so tough that most of the letters people get nowadays start off with the words, "Unless..."

Rosetta Donovan, of Topsy and Eva fame, has arrived from Hollywood with Blanche Merrill. They tell us that she is attempting to get a sponsor for a series of broadcasts built around the Topsy and Eva theme...The Mills Brothers have already signed a new contract which goes into effect immediately when their current contract expires...Douglas Stanbury is leaving the Mobilk Hour with Lewis James and Gladys Rice taking his place...Nick Lucas is in town for a show spell.

Bill Schutt, the television demon, reports that the flying spot of the television so affects animals placed in front of it to have their images broadcast, paralyzes the creatures with fear or something. Parrots cannot talk, dogs can't bark and birds don't sing. My suggestion is to try it on a giraffe—the only animal in the world that can't make a noise, television or no television.

And while on the subject of visual broadcasting, may I add that the Dick Television Company of Canada will be putting a wow of a set on the market pronto?

Radio Guide

George D’Uncey, President
Robert Heffron, Vice President
William A. Mungen, Secretary-Treasurer
WILLIAM M. 114 S. Wacker Dr. Chicago 6, Ill. (212) 444-2351
TELEPHONE: 919-351, 919-5811
WILLIAM M. 114 S. Wacker Dr. Chicago 6, Ill. (212) 444-2351
TELEPHONE: 919-351, 919-5811
WILLIAM M. 114 S. Wacker Dr. Chicago 6, Ill. (212) 444-2351
TELEPHONE: 919-351, 919-5811
THE CITY OF BROOKLYN, March 30, 1932

Rudy Vallee

* Back in New York after a trip to the West, Rudy Vallee has resumed with his "Connecticut Yankees" on the Fleischman Hour, heard every Thursday evening, at eight o'clock over the WEAF-NBC network. With Ray Perkinson as its cut-up, this program holds its popularity.
REVIEWING RADIO

By Mike Porter

The scenes behind the scenes in the big radio shops just now might justifiably be called hectic. Those broadcasting departments engaged in collecting from sponsors are suffering alternate spasm of giggles and chills. They are finding it very tough to collect bills due for radio entertainment of the commercial sort—but their miseries are relieved by the arrival of new accounts. The best new week to reach the radio temples was from Proctor and Gamble, now sponsoring the Sisters of the Skillet and the Gloom Chasers. Early next month they will add B. A. Rolle and orchestra to the NBC waves, and the Alils Brothers to CBS commercial listings.

• In the orchestra sector there are head-aches, too. Nobody seems to know how things became so well hushed, but a glimpse at the calendar for March 28, which is next Monday, reveals that the NBC has three major openings on its schedule—each, naturally, robbing the other of the evening's prestige. First, there'll be Buddy Rogers, debuting his new band on Rudy Vallée's old spot at the Pennsylvania; then there'll be Jack Denny's coming-out party at the Waldorf, and, lastly, there'll be Johnny Hemp, introducing his booters in the Coon-Sanders spot at the New Yorker. And, on this three-cornered occasion, the song-pluggers will be dizzy from traveling in circles.

• Buddy Rogers, who, as you may not know, cares no more for movies, is a surprizingly versatile musician. He plays nine instruments, including a horn called "baritone." His dog-town opening, to polish up the works, will take place in Philadelphia, the night preceding the Pennsylvania shindig. And, I wonder where Rudy Vallée's go now—to the Coast, to make Fay Webb happy? Columbia is a bit worried over Rogers, and is planning quietly to stack Arthur Jarrett against him, and before a band, if the Rogers ballyhoo takes on major aspects.

• And to finish up the orchestra news for this session, it should be recorded that Columbia has just signed up that old-timer, Isham Jones, in Cleveland—and that Bert Loum is opening the new Belter Executive Hotel in Kansas City.

• Another behind-the-scenes classic occurred at NBC music last week, when Erses brought in a vaudeville—a Mr. Howard—to pep up the WJZ entertainment. But this week, Eise Janis, Elise, who is ranking over the pinnings given her by radio critics, took a look at the young man and went into a tautism, crying out that she had twenty-five years of fame behind her (behind her is right) and that she would not share a spot with a second-rate ham. Elise needed a sedative—but her ears was tossed out of the picture. Gosh, how these sponsors spit themselves!

• The Columbia network is peered at Arthur Tracy, the Street Singer, who, humorously enough, would have reached the top without the hard labor of Ed Wolf, who got him his chance. In fact, CBS is billing with Wolf in the controversy between Tracy and his manager. Tracy, now garnering the sheeple, is pesting about his contract, which gives Wolf a nice share of his earnings. Funny how they get that way.

• Last week, if you recall, I heralded with pilor the Van Heusen idea of putting on a CBS program that would burlesque other commercials. This week, I shed a tear—for the idea has been abandoned. Columbia insisted that Van Heusen ask permission of sponsors whom it intended to burlesque. The response wasn't as cordial as it might have been, and now Van Heusen will put on Paul Gallico, sports commentator.

• It seems, also, that the lowdown on Bay Knight's Curcru event is that it will be switched again to the nocturnal waves, instead of being abandoned. In fact, the sponsor is pleased with it.

• O. Wolfington Coffee, which has been projecting two Sherlock Holmes yarns a week from NBC aerials, and featuring Dick Gordon, the William Gillette echo, begins a new schedule today. Instead of two Conan Doyle epics a week, there'll be only one, and on Thursdays, the Coffee sponsors will father a Kipling feature, for which no cast has been chosen yet. A score or so of Kipling yarns will be dramatized.

• Maybe you've already noted that Victor Moore, the sleepy-voiced comic, has been discarded by the Richman Clothes department at WABC, without replacement. And while on the subject of apparel, I hear on excellent authority that when the Richman Cloth Stores sponsors have run out their thirteenth-week contract with Norman Bokrosh, Chesterfield will sign him up exclusively.

• A couple of salamand to Frank Mason, vice-president in charge of NBC's publicity. Instead of the usual junk sent regularly in the past to editors, Mason is sending them paragraphs that are piquant and readable—because Frank has hired a person who knows how to write for columnists.

The Art of Listening

Do you know how to manufacture a rotten, breathless, moronic and flatulent puff for the mere sake of adding that all-important "blue" column to your copy? Do you know that listening in is an art? And that comparatively few radio listeners know how to derive real satisfaction from their sets? One of life's most difficult tasks is to be a good listener. It is the ego in each of us that makes us want to play the active, rather than the passive, role. That is true of ordinary conversation and doubly true of radio.

Buddy Rogers

Buddy Rogers, former screen idol who has turned musical in a serious way, leads his own dance orchestra into the Hotel Pennsylvania, New York, on Monday, March 28. Thereafter he will be heard over the WJZ-NBC network every Monday night at 12:15 o'clock, every Tuesday night, over the WEAF-NBC network, at 12:05 A.M., and every Saturday, also on the WEAF-NBC network, at 11:30 P.M.
Evolved from a boyhood spent in poverty and from months in war hospitals, these fragments from "Tony's Scrap Book" show well the spirit of the philosophical broadcaster's mind.

• It is hard to imagine a perfect man or woman. If there is such a being, it must be pretty lonely here in a world where error seasons our work and life. There are some who think that scientific man is perfect—never make mistakes. The scientist makes more mistakes than anybody because he tries more things. He tackles more tough jobs, while most of us just go ahead in the same old rut from day to day and we don't apply the lash to ourselves in order to get out of it. Everybody makes mistakes, but the man or woman who does most makes most of them.

• Do you ever sit and think that your job doesn't really amount to very much in this world—that the work somebody else is doing is of much greater importance than yours—that the world wouldn't miss you if you left at any time—and, perhaps, would be glad to be rid of you? At such times I like to read over these thoughts of Stanley Baldwin's: "All my life I have believed in my heart the words of Horace, 'All service ranks the same with God.' It makes very little difference whether a man is driving a tramcar, or sweeping streets, or being Prime Minister, if he only brings to that service everything that is in him, and performs it for the sake of mankind."

• If you're a back number—If nobody notices you—If your job seems small and you see other folks with not nearly as much ability and brains as you have (or think you have) riding on up while you must remain below, what can be done about it? In the first place, don't get discouraged; don't grumble and crab about it, but advertise. Advertise your good qualities—your talents. Figure out what you love to do. Figure out what you can do best of all. Figure out what you are best fitted for. Then advertise that ability to the world. Let them know you're here. Produce your bag of tricks. Maybe you're pushing a pencil in an office at $15 per week. Maybe somewhere in the back of your head there is smoldering an idea that you know of a better method to improve things in the office. Advertise it! Don't quit advertising, and you'll get there. I once ran across a jingle about a codfish and a hen which is apropos this subject:

   The codfish lays a million eggs,
   And the helpful hen lays one.
   But the codfish doesn't cackle
   To tell us what she's done.
   And so we scorn the codfish coy,
   And the helpful hen we prize;
   Which indicates you and me
   That it pays to advertise.

Betty Webb and James McDermott

"Chandu the Magician," heard over Station WOR every night except Saturday and Sunday at eight o'clock, details the adventures of an American who, after long travel in the Orient, becomes possessed of many secrets of magic. The adventures of Chandu and his associates have been built into a smoothly running series, during the broadcast of which a number of illusions and bits of sleight of hand are explained for the edification of any one who cares to learn as he listens.

Historic New Jersey
Still Leads the Way

• The General Motors "Parade of the States" program which was broadcast over the WEAF-NBC network at 9:30 o'clock, Monday, March 21st, offered the following tribute to New Jersey, although one of the smallest States, yet a leader in industry and education.

By BRUCE BARTON

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

LORD JOHN BERKLEY and Sir George L. Carteret named her to honor the little Isle of Jersey in the English Channel. Fitting it was that she should bear the name of an island, for the Atlantic carries her on the east, making a long playground of her coast; on the west the Delaware River and Bay curve about her in two great bows, while New York Bay and the majestic Hudson almost complete the circle.

Millions know her shining beaches and the inviting highways which, from the wooded mountains and the Palisades of the north to the southern tip of good Cape May, wind through the splendor of fruitful gardens and thriving cities and towns. She is the delight of the Summer tourist, the garden market of the East.

Fourth smallest of the States in area, she is great in industry. Her forges and foundries supplied muskets and cannon for the troops of Washington. Within her borders John Fitch demonstrated his steam boat, and Seth Boyden made the first malleable casting. Here Morse and Alfred Vail produced the telegraph, Hamilton Goodwin invented flexible photographic film, and John Stevens kindled fire in a crude locomotive and so started the wheels of America's transportation system.

Here Thomas A. Edison lived and toiled and blessed the world with electric light. Touch almost any phase or department of daily living, from the ladder in your closet, the gasoline and motor oil in your automobile—everywhere you find a product of this busy, prosperous, stirring State.

Great she is in education, with Old Nassau in Princeton, rich in memories of two Presidents of the United States who loved her, Grover Cleveland and Woodrow Wilson; with Rutgers, founded before the Revolution, with Stevens Institute and Lawrenceville.

Adelle Ronson

• Frequently heard on this dramatic presentation and that over the NBC air waves, Adelle Ronson spends much of her idle time on the bridge paths of Central Park, not too far from the studios to be reached, not to near them to be bored. Miss Ronson, whose work in "RADIO GUIDE" and others of Browning's "Colliers Hour" and "Rutland Hall," has made her familiar to radio audiences throughout the East, is another of the fair athletes of radio row.

(Continued on Page 13.)
THE JEST ARTIST
By GEORGE D. LOTTMAN

- That's a great idea, that one of Leo Resman's which provides for the orchestra leader of a radio program to be enclosed in a glass booth while he directs his combination, so that he can listen to the band as it is being received by you and your Aunt Matilda in Dubuque. It provides the necessary contact between orchestra and leader, yet in hearing the music, the leader can immediately detect any weakness and have it adjusted immediately.

- Howard Larkin claims you can tell who is master in the house by the kind of programs on the radio, and adds that the reason one hears so many children's programs in the homes of those who have kiddies justifies his contentions.

- It is the acute observation of Arthur Jarrett that the fall off in success stories which gave full credit to pluck is due to the fact that there're so few to be plucked.

- Leon Belasco, who speaks many languages, likes to pick peculiarities in the English way of speaking, such as the saying, "A slim chance," and "A fat chance," meaning the same thing.

- George Olsen insists that he had a great time at the Montmartre the other night who has never let a lie pass his mouth. It seems the individual speaks through his nose.

- While visiting a friend's office which is so situated that you can look into the windows of an adjoining building, Russ Columbo's attention was directed to an office where a young stenographer was sitting on a man's lap.

Noticing the name of the firm on the window, Russ called up and in a solemn voice said, "Thou shalt not make love to thy secretary during working hours." A frightened, shivering voice answered, "W-w-what the—Who is this?"

To which Columbo answered, "I am thy conscience," and hung up.

- Vincent Lopez was having a great deal of trouble getting waited on, and the slowness of the waiter began bashing him. Finally, when the garcon came over to take his order, Lopez asked him if he ever went to the zoo.

"Why no," replied the surprised waiter.

"You should," remarked Vincent, "you'll enjoy watching the turtles whizz past."

- Buddy Rogers' philosophy is interesting. He says he never tries to get even with his enemies, and adds that he can inflict more torture by getting ahead of them.

- According to Graham Harris, it's the hot crooners who are responsible for many a heated argument.

- Ralph Kirby, who hits the bull's-eye with his rich baritone on the NBC network, is an expert with the pistol. He came within one shot of being the revolver champion of New Jersey in a recent tournament. Ralph is the big shot of the Paterson N. J. police department, being their coach in marksmanship.

Lupe Velez and Lawrence Tibbett

- Here seen in a pose from their motion picture, "Cuban Love Song," Lupe Velez and Lawrence Tibbett lend their names and talents, individually, to radio. Mr. Tibbett's rich baritone is heard on the "Voice of Firestone" program over the WEAF-NBC network each Monday evening at 8.30 P. M. Miss Velez is to be one of the featured players on the initial program to be staged by Florenc Ziegfeld April 3 over the CBS chain.

OUT OF THE ETHER
WITH BURNS AND ALLEN

- George Burns and his wife, "Georgie," otherwise Grace Allen, bring their droll remarks to the WABC-CBS network every Monday night, at 10 o'clock, on the Robert Burns Panatela Hour. One of the few teams recruited from vaudeville who seem to take to the microphone at once, Burns and Allen have made an instantaneous hit. Their patter appeals from its simplicity, as witness these gags from two recent scripts.

GRACE:—Yes, and my uncle is a softy, too. He is named after a flower, too.

Edna Kellogg

- Edna Kellogg, former Metropolitan Opera soprano, heard every Friday night at half past eight over the WJZ-NBC network, on the Armour Program, is a firm believer in exercise. And not only for herself but for her horse as well, as witness this "just before the polo" pose. Miss Kellogg received her earliest musical training at home, and it was there that she learned to love riding. Today there are but few radio artists who can keep up with her when it comes to horsemanship.

Mary McCoy

- Mary McCoy, whose rich soprano voice is heard on a number of NBC programs, has but one superstition—she will not be separated from her pet cat, Theophrastus. Theo is more than a good luck charm, he's almost a member of the family, and knows it. Before going to the studios Miss McCoy insists on saying good-by to the faithful kitty, and were studio rules less stringent, Theo might go along to the broadcasts. But the cat's whiskers has long since been taken from radio.

You know—that flower you put in your coat. Oh yes, I have it. Reincarnation.

GEORGE:—Reincarnation is not a flower. Reincarnation means that when you leave this earth you come back in some other form—like, let's say—you would come back a human being.

GRACE:—If you die, what would you like to come back?

GEORGE:—I would like to come back a blind race horse, so I could run away from you and never look at you again. If you die, how would you like to come back?

GRACE:—I would like to come back an oyster.

GEORGE:—An oyster? Why an oyster?

GRACE:—Then I would only have to be good from September until April.

GEORGE:—How do you like the Lombardo Brothers?

GRACE:—How many are there?

GEORGE:—There are four of them.

GRACE:—Four of them? Gee, they're just like the Three Marx Brothers.

GEORGE:—Three Marx Brothers. There are four Marx Brothers.

GRACE:—Well, I thought with the depression and everything—... you know.

GEORGE:—Forget the whole thing. Make out I didn't mention it. And look! See the one sitting on the chair? That's Guy's brother, Carmen.

GRACE:—What does he do?

GEORGE:—Well, he sits on the chair and sings like a bird.

GRACE:—Say, maybe he's a staid pigeon.
### Programs For Stations Other Than New York

#### Friday, March 25th

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<tr>
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<td>WCAO</td>
<td>U. S. Marine Band Concert</td>
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<tr>
<td>1:50</td>
<td>WABC</td>
<td>CBS Nativity Orch.</td>
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<td>2:45</td>
<td>WCAU</td>
<td>Women's Review, WFAE-WEHI-WCNY</td>
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<td>3:19</td>
<td>WJZ</td>
<td>Amateur Opera, WFAE-WEHI-WCNY</td>
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<td>3:36</td>
<td>WOR</td>
<td>Vitamin WNBC, WFAE-WEHI-WCNY</td>
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#### Monday, March 28th

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<td>9:41</td>
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<td>Women's Review, WFAE-WEHI-WCNY</td>
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<tr>
<td>9:56</td>
<td>WOR</td>
<td>Women's Review, WFAE-WEHI-WCNY</td>
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### New York, March 31, 1932

**Page Six**

**Radio and Amusement Guide**

**Programs For Stations Other Than New York**

Baltimore, WRAO WCBK WBAR; Bangor, WLZE; Boston, WABW WEEI WMAZ; Hartford, WDBC WTC; Philadelphia, WCAU WAW WFI WIL; Pittsburgh, XKDA WCE WJAS; Providence, WEN WJAR; Springfield, WBA; Washington, WMAL WRC; Worcester, WOTAG

**FRIDAY, MARCH 25TH**

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<tr>
<th>Time</th>
<th>Station</th>
<th>Program</th>
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<tbody>
<tr>
<td>3:35</td>
<td>WOR</td>
<td>Blue Moon Concert, WFAE-WEHI-WCNY</td>
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<tr>
<td>3:45</td>
<td>WOR</td>
<td>WFAE-WEHI-WCNY, WORC WMA</td>
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<td>4:15</td>
<td>WOR</td>
<td>Blue Moon Concert, WFAE-WEHI-WCNY</td>
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<td>4:25</td>
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**SATURDAY, MARCH 26TH**

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<tr>
<td>5:00</td>
<td>WOR</td>
<td>Blue Moon Concert, WFAE-WEHI-WCNY</td>
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<td>5:10</td>
<td>WOR</td>
<td>Blue Moon Concert, WFAE-WEHI-WCNY</td>
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**SUNDAY, MARCH 27TH**

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**MONDAY, MARCH 28TH**

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**Additional Programs**

- **Radio and Amusement Guide**
- **New York, March 31, 1932**
- **Programs For Stations Other Than New York**
- **Baltimore, WRAO WCBK WBAR; Bangor, WLZ...**
- **Friday, March 25th**
- **Saturday, March 26th**
- **Sunday, March 27th**
- **Monday, March 28th**
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- **New York, March 31, 1932**
- **Programs For Stations Other Than New York**
- **Baltimore, WRAO WCBK WBAR; Bangor, WLZ...**
- **Friday, March 25th**
- **Saturday, March 26th**
- **Sunday, March 27th**
- **Monday, March 28th**
Mrs. Barclay H. Warburton

The adventures of a young society matron flying her own plane will be told in part when Mrs. Barclay H. Warburton is brought to the WABC-CBS microphone as guest of “The Bath Club” on Tuesday, March 29 at 8:00 p.m. Both Mr. and Mrs. Warburton are amateur pilots and own a plane in which they travel back and forth between New York and Palm Beach. Mrs. Warburton will be interviewed on “The Bath Club” by Margaret Santry, author and newspaper woman.

Knights of Columbus Celebrate Anniversary

The Knights of Columbus will celebrate their fifth anniversary on Tuesday, March 29, in a special broadcast. Martin H. Connolly, Supreme Knight of the order, will address a nation-wide audience over a WEAF-NBC network at 11:30 p.m. from Chicago, and Charles Hackett, founder of the Chicago Opera Company, will sing.

From New York, Anna Case, former Metropolitan Opera soprano, will be heard, Miss Case in private life is Mrs. Clarence H. Mackay.

Celler Debates Dry Law

Representative Emmerill Celler and David Barnett, founder of the Prohibition Discussion League, will debate the Eighteenth Amendment over stations WOR at nine o’clock Monday evening, March 28th. The debate is the third in a series being broadcast under the sponsorship of Martini and Rossi. Musical balance is given to the program by the Harmony Blenders.

Sunday Circle Star

RICH REWARD IN RADIO CONTESTS

More than $1,000 in cash, together with merchandise valued at as much more, is being offered to contestants in several competitions:
- Now being broadcast over individual and chain stations in and about New York City. The following information is given to readers by RADIO GUIDE, purely as a matter of convenience.

Radios and Watches

Twenty-two prizes are being given each week in the San Felipe Cigar contest now being broadcast over the WJZ-NBC chain at 8:45 each Monday and Wednesday evening. There are six “Playtime” radios, built into grandfather clocks; ten Green watches, “Greyhound” model for men and “Monticello” baguettes for women, and six “Mrs. Electric” paper punchers. Contestants are to write a four-line rhytine about San Felipe Cigars, or as many rhymes as they like, each containing five blanks. Entries should be sent to the station from which the program is broadcast, or to the Denver-Wilmer-Gilbert Co., 2160 East Milwaukee Ave., Detroit, Michigan.

For Dog Lovers

Of special interest to children who would like to own a dog is the Kid contest, whose terms are broadcast every Thursday evening at 7:15 over the WJZ-NBC network. Boys or girls may enter this contest, merely writing in less than forty words an answer to the question, “Why I like Keds.” The letter must also name the address and the contestant’s neighborhood shoe dealer, with the age of the contestant. Each week a thoroughbred wire-haired terrier will be given away for the best letter.

National and State Prizes

Two questions are asked contestants in the United Drug Company contest no less than eight of which are in broadcast during the program heard over a WEAF-NBC network at 7:15 P.M. Sundays, and entry blanks must be secured from any Rexall or Liggert Stores. These blanks have full details of the contests which is to close April 5th at midnight. National prizes of $50, $250 and $100, and forty-eight State prizes are to be awarded.

An Automobile Each Week

Winning contestants in the Willys Overland contest now being broadcast every Sunday night at 7 o’clock over the WJZ-NBC network receive, delivered absolutely free and fully equipped at their home, a new Willys Overland car. Entry blanks and rules must be obtained from one of the advertiser’s dealers, and contestants are to write not more than thirty words on ‘Why I like the Willys Overland Six better than any other car.’

For Cake Beaters

The Magic Maid Program broadcast over the WJZ-NBC network every Monday morning at 11:30 o’clock offers eight electric mixers, beater and juice extractors to eight successful contestants. Favorite pie recipe with a short letter telling “Why you would like to own a Star-Rite Magic Maid Electric Mixer, Beater and Juice Extractor,” are to be submitted.

Millionaire Week-End

During the Salada “Tea Timers” program broadcast from WOR at 9:30 P.M. each Tuesday, Wednesday and Thursday evening, the first line of aimer is given. The two contestants who send in the best four lines to complete the limerick will each receive two theatre tickets for any show they may select. In addition, at the end of six weeks the two best entries received during that time will each be given what the sponsors have termed “a millionaire’s week-end.” Each of the two winners in this part of the contest will be given, absolutely free, a week-end in New York—hotel bilis, theatre tickets, night clubs, automobile hire—all paid in full for two persons. Contestants should send in their entries, together with an empty Salada Tea carton, to station WOR.

Professor at Columbia

On Vocational Guidance

Dr. David Snedden, professor of educational sociology and education at Columbia University, will speak during the vocational guidance period to be broadcast over the WABC-CBS chain at 7:00 p.m., Sunday, March 27.

Dr. Snedden’s subject during the broadcast will be “Education and Training for the Job.” His talk will be the seventh in the series of eight arranged for broadcast by the National Advisory Council on Vocational Education, in cooperation with the National Vocational Guidance Association. The network arranged for the series, which have been broadcast on Sunday evenings, is one of the largest ever linked together for any regular series of programs.

A WEEK-END TRIP IN THE CARS

From Thursday, April 2, to Saturday, April 4, the TRAIL BLAZER tellers where to go, what to see, how to get there...

Tour the World with the ALL-WAVE COMET

Custom-Built by HAMMARLUND

SEE IT! HEAR IT!

Its Performance Will Surprise You

Friday WOR 7:45 FRANK and FLO The Kew Gardeners Listen In!

ATTRACTION PRICES

Write Dept. DD-5 for descriptive literature listing all attractive prices.

HAMMARLUND
-ROBERTS, Inc.
424 W. 33rd Street NEW YORK

For those who love music, to hear a good performance it means more than mere hearing; it means participating. The Floyd Gibbons School will train you in the techniques of music, from composition to conducting. The Floyd Gibbons School will train you in the techniques of music, from composition to conducting. The Floyd Gibbons School will train you in the techniques of music, from composition to conducting.

What to do in New York this week:

The Floyd Gibbons School of Broadcasting, 100 W. 33rd St., Dept. 202, New York, is offering an exciting opportunity for those who love music. The Floyd Gibbons School will train you in the techniques of music, from composition to conducting.

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SPECIALS FOR TODAY

6:30 A.M. TO 10 A.M.

2:15 WMCA-Morning Meditation, Brooklyn

2:15 WMCA-Message from the Organ—Miss Wagner's Pipe Organ

3:00 WMCA-New Morning Melodies—Majestic Hotel

4:15 WMCA-The Golden Bird

5:00 WMCA-Morning Melodies—Majestic Hotel

6:00 WMCA-Morning Meditation, Brooklyn

7:00 WMCA-Message from the Organ—Miss Wagner's Pipe Organ

10:00 WMCA-Young Ladies' Orchestra

10:00 WMCA-New Morning Melodies—Majestic Hotel

12:00 WMCA-Morning Meditation, Brooklyn

12:00 WMCA-Message from the Organ—Miss Wagner's Pipe Organ

12:30 WMCA-Morning Meditation, Brooklyn

12:30 WMCA-Message from the Organ—Miss Wagner's Pipe Organ

1 P.M. TO 3 P.M.

2:00 WMCA-The Happy Hour—Thompson's Hotel

3:00 WMCA-The Happy Hour—Thompson's Hotel

3:00 WMCA-The Happy Hour—Thompson's Hotel

4:00 WMCA-The Happy Hour—Thompson's Hotel

4:00 WMCA-The Happy Hour—Thompson's Hotel

4:00 WMCA-The Happy Hour—Thompson's Hotel

5:00 WMCA-The Happy Hour—Thompson's Hotel

5:00 WMCA-The Happy Hour—Thompson's Hotel

6:00 WMCA-The Happy Hour—Thompson's Hotel

6:00 WMCA-The Happy Hour—Thompson's Hotel

7:00 WMCA-The Happy Hour—Thompson's Hotel

7:00 WMCA-The Happy Hour—Thompson's Hotel

8:00 WMCA-The Happy Hour—Thompson's Hotel

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5:00 WMCA-The Happy Hour—Thompson's Hotel

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10:00 WMCA-The Happy Hour—Thompson's Hotel

11:00 WMCA-The Happy Hour—Thompson's Hotel

12:00 WMCA-The Happy Hour—Thompson's Hotel

1 P.M. TO 4 P.M.

2:00 WMCA-The Happy Hour—Thompson's Hotel

3:00 WMCA-The Happy Hour—Thompson's Hotel

4:00 WMCA-The Happy Hour—Thompson's Hotel

5:00 WMCA-The Happy Hour—Thompson's Hotel

6:00 WMCA-The Happy Hour—Thompson's Hotel

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10:00 WMCA-The Happy Hour—Thompson's Hotel

11:00 WMCA-The Happy Hour—Thompson's Hotel

12:00 WMCA-The Happy Hour—Thompson's Hotel

1 P.M. TO 4 P.M.
Mr. and Mrs. Joe (CBS picture man) McElliot recently celebrated their first wedding anniversary.

Arthur Mann, who plays several roles in "Real Folks," and George Frame Brown, who writes for the Metropolitan Opera, recently celebrated their first wedding anniversary.

Arthur Mann, who plays several roles in "Real Folks," and George Frame Brown, who writes for the Metropolitan Opera, recently celebrated their first wedding anniversary.

The THE STORY OF THE OPERA "Parsifal"

By DEMS TAYLOR

NBC Narrator, Metropolitan Opera

This column is written each week for the purpose of giving the listener to the opera broadcasts a brief synopsis of the scenes heard weekly over the NBC networks. It is hoped that it will serve as a guide for radio listeners, making it easier to thoroughly understand and enjoy the presentations.

"Parsifal," the third act of which will be broadcast for the first time over a WJZ-NBC network from the Metropolitan Opera on Good Friday, March 25th, at 11:15 a.m., Nan Dorland, radio actress who knows her Hollywood, will take the title role in this new broadcast. She will concentrate her reporting upon Hollywood, and listeners will be taken on a figurative jaunt through the homes of screen stars as observed through the eye of this lissome lass. The new series is sponsored by the makers of Lane Cedar Chests.

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. Yes, Set. England, France, Germany, and South America are daily performers.

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 dinner music from London. If you want to go further with the SCOTT, make a visit to the South Street, St. Louis; or to the SCOTT store, and we will be pleased to have you listen to Australia—loud enough to be heard a block away—clear a block.

If you cannot call, send the coupon today for the whole story of the Receiver that challenges the realm of Radio.

Do Not Rely on promises. Demand Proof before you Buy any Radio.

ELECTRON RADIO CO.

Redakte, New York 1, 31-12 Broadway, Astoria, L. I., N. Y.

CLIP—MAIL NOW

ELECTRON RADIO COMPANY

31-12 Broadway

ASTORIA, L. I., N. Y.

Send the full particulars of the Scott All-Wave Receiver.

Name

Street

Town

State
PROGRAM FOR SUNDAY, MARCH 27th

NEW YORK, MARCH 31, 1933

10:30 A.M. TO 10 A.M. 
2:00 WABC-Easter Sunrise Service from St. John's Church, Brentwood, Long Island.
2:00 WABC-Lost Sheep Reunited Service from St. John's Church, Brentwood, Long Island.
2:00 WABC-Watcher's Church, Brentwood, Long Island.
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2:00 WABC-Watcher's Church, Brentwood, Long Island.
EASY AREAS

It may look like an ash tray, but that's a microphone you see buried in the center of the table on which this "Easy Areas" bridge player sits under way. Left to right: Ace, Jack, Marge and Jane. The radio narrative of these indelible bridge players is heard each Monday, Wednesday and Friday night at 7:30 o'clock over the WABC-CHS network.

LADY LUCK'S STEPCHILDREN

(Continued from Page 1)

of singing and started out to bellow real merrily when he found the public singing away from him.

To Bing's credit it must be said that he did not try that on-the-spot-and-resume public sentiment towards a more mellow type of entertainment. Without degrading or lessening its sex appeal, he added the mellow robustness of a deep resonant baritone voice that offered a welcome relief from the violent, languorous, emasculated cooing erroneously called crooning.

Lady Luck stood by, a referee in the famous "battle of the baritones" in which Bing and Russ Columbo brought up the opposing force of the day in their respective wide radio chains, and she didn't give Bing any of the0 worst of the breaks. Through all, the bo-bo kid continued to play along with his conical companions and seemed to enjoy increasing popularity and success. Then, when it seemed he began to exhaust his glass-blowing associations, and, taking a page from the book of Old King Cole, he turned clean out of the Falstaffian companions.

It's All Over

Croswy's associates say his roving days are behind him. He has gone into town, as is the best behavior of his life and as fit for a fidle. They explain his lack of a commercial hour is no consequence because he is a high-priced entertainer and not interested in a period paying less than $3,000 per week. As a matter of fact, they blame the hour he was on for his poor impression. The idea of being sandwiched in between announcements that spit is a horrid word, and twenty-word blunders, failed, they claim, to give Bing the setting he deserved. Lady Luck is a fickle dame. Like a meter that flutters across the sky, some radio personalities flicker when their brilliance should be brightest. Bing Crosby is not alone in this recitrul bright, he is in illustrious company.

Maurice Chevalier traveled the course before him, made an even more brilliantly heralded start, and failed to make the grade. Was it that the ideal of two confections was like a fish out of water, on the air? Was it necessary for him to cast a spell the manner of a smile, the expressiveness of the shoulder and the merriest, knowing twinkle of his eyes? Or was he just indifferent and hard to manage? It will be recalled that he refuses to broadcast more than three songs in any one period on the air, although his sponsor extended his period on the air from a half hour to an hour. It developed that Maurice had only about a half dozen songs in his repertoire, rather a scanty collection for a radio performer who is expected to do almost that many new ones each week. His contract was a fortunate one for him. It provided for a cancellation, in the event he found it necessary to return to France. He suddenly discovered he had forgotten to lock his kitchen door in gay "Fare," right in the middle of his radio contract, took the first boat home-and wasn't bluffed.

This recalls the entirely different attitude of another great artist and exponent of pantomime expression, Charlie Chaplin, when he was approached with a radio contract for twenty-six appearances for half million dollars.

After Careful Consideration

Chaplin turned the offer down without a moment's hesitation on the ground that he had spent his entire life developing the art of pantomime, an entertainment diametrically opposed to radio. His thought was that he had built public acceptance for Charlie Chaplin in a different medium and he was not going to take any libel with his name in it. The spirit of the emergence of an illusionist that he had spent a lifetime creating. How accurately he gauged his own possibilities-no one will ever know, but in the light of such eminent "Bops" as Chevalier, Chaplin's judgment seems to have been sound.

Stars from other fields of entertainment flirt with radio because of its lucrative possibilities and stability. There is always the hope of a sponsor insuring the financial success of the "Show." Thus, eliminating the whims of the fickle Lady of Chance. Among the latest recruits who have found a waiting audience are the Bing-Crosby types of Alphonse Jena, and attractive Elce Janes.

Jen's radio appearance in the Eddie Cantor spot brought forth an avalanche of protests from the disappointed audience, a protest that crystallized itself into letters requesting the quiaint utterance, "We want Cantor."

Why is it that Israel isn't doing his free and easy old-time style of entertainment, with an occasional Jeesesleque song thrown in, to liven things up? His inability to return, in his own words, in the old days, as if he was "riding under wraps." In days gone by, and in other days, Jenstal has turned in some very creditable radio performances, but this looks like a Don when to Pythian and a strength-energizing hold on the public, indicating his return from the picture lot of Hollywood.

With Great Acclaim

With a fanfare of trumpets, Elsie Janis was catapulted into the radio firmament. Her light tickled before she was under way and said it is to be a revelation of her patronizing attitude toward radio.

Great is the charm and sweetness of the A, E, F, G, have found it expendable, and helpful, to study radio rather than the attitude that their art was fascinating only to a very small medium and couldn't fail to make a good impression if the lady, knows better.

For her favorite medium is different from the stage as day is from night, and the mannerisms that sustained the original efforts could not be brought to her support. Miss Janis would have done well to have followed the line of thought and action of Florence Aristotle, an artist who, before she consented to appear on the Aeuterent Kent Hour, took them through study radio, the audience, and the limited medium, as an introduction to the new medium of entertainment.

The singularity of her program suggested her sponsors, who had an ambitious operation on their minds. She was content, and song such numbers as "Sunny Hill," "Somberly," and some of Stephen Fat- ter's numbers, such as "Old Time Home," the response was overwhelming and never made her appear as a very real and true artist, who could be called in the "right" set of radio people, to plague an audience, and she did. And yet, where could one find a more representative group of operators then the A enterent Kent Hour? Their talent, their sympathy, their experience all but little to be despised. And if the crooners would only give their a profound "King's ransom," then names like are known by the end of the world to the other. Certainly, they cannot be by any stretch of the imagination be called inferior, auster, or below the averages.

A Little Study

Radio stars who find themselves slipping would do well to study the audience. In the sanctuary of the home, the family is in a discriminating, critical individual, not affected by any dull atmosphere of the theater. He is not out for a good time at any price, and with no price to pay, entertainment that pleases his most exacting tastes. There are no clever or clever statements to cover up faults, no scenery on which the artist may color the soft lights and immense create accept- ance. Radio performers should guide their minds and shape their actions according to the popular taste. In short, "Lady Luck!" Off-invoked Goddess of Chance? Some of us think of her as wisper admonitions to the rattling war- room, and make the Lady carry the load of the program. And some of us, punishing personal abilities against the fickle jude herself, find that the dice are crooked, our chines cock- eyed, and Lady Luck fudged inched.

In the news, the entertainment against Lady Luck since once often, finds that behind the microphone and the coldly impersonal glass of the control-room window and the faltering voices of the煎춘 there is a wire, discriminating public that just isn't be toady any more.

Perhaps it is John J. Public. Not Lady Luck who should be blamed. John Public can take it on the chin-post chop, he's been doing it right along. Perhaps he figures, he doesn't have to take it-from a microphone? Who knows?

Historic New Jersey Still Heads The Way (Continued From Page 4)

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

Vanguard also "Three" In Appearance and "Four" In Accuracy. 10 Price, 35c. Domestic. 50c. Foreign. Vanguard Company, 68-70 E. 27th Street, New York City, N. Y.

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FUSION SELLING RADIO LIVES

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THURSDAY

KOPPEL PHOTOGRAPHY

NEW YORK CITY

DAY AND NIGHT SERVICE

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225 WEST 30TH STREET

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PUBLIC SERVICE SYSTEMS, INC.

THURSDAY

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FEATURING MAX BLAKEN, BILL RILEY, JOE PARISH, JOHN DOWNEY, GEORGE RITCHIE, HENRY LAMBERT

WEIGHT, 9 P.M. E.S.T.
### Program for Monday, March 28th

#### Radio & Amusement Guide

**New York, March 31, 1932**

**Specials for Today**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:45 PM</td>
<td>WOR—Quaker State Care Free Hour</td>
</tr>
<tr>
<td>8:00 PM</td>
<td>WJZ—NBC—Carnival Contended Program</td>
</tr>
<tr>
<td>9:15 PM</td>
<td>WABC—CBS—Frottilla Broadcast Rehearsal</td>
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<tr>
<td>9:30 PM</td>
<td>WPAF—NBC—Parade of States—Eno Raper’s Orchestra—General Motor Program</td>
</tr>
<tr>
<td>9:45 PM</td>
<td>WJZ—NBC—San Felicano Serenade</td>
</tr>
</tbody>
</table>

**Radio Review**

- **6:30 PM** — WNYC—Montreal Highlights
  - Louis Cartier, Lawrence Eberhart—Dr. Jack Currier—Mr. A. L. Blondin—Wilfrid S. O’Hara
- **7:00 PM** — WNYC—Miss Wake’s Calisthenics
- **7:30 PM** — WNYC—Seacoast Songs—Lowed Pat—Mrs. Albert H. Eberhardt—Mrs. W. H. Scott—Mrs. W. E. Hume
- **8:00 PM** — WNYC—Merry Miss Marie’s Gym Class
  - Miss Marie’s Gymnastics—Dr. E. C. M. Brown—Miss Marie’s Gym Class
- **8:30 PM** — WNYC—Marsch at Home
- **8:33 PM** — WNYC—Gene and Geo—Quaker Easter Special
- **9:00 PM** — WNYC—Carroll’s Organ Interlude
- **9:45 PM** — WNYC—Amerigo’s Counter—WOR—Meet the Boys of the Barbershop—WABC—The Record Boys

**WNYC—Golden Slippers Dance Marathon**

- **10:00 PM** — WNYC—ʺAviationʺ—Sponsored by the Radio Club of New York—Presented by WNYC—ʺRadio Reviewʺ—Sponsored by the Radio Club of New York—Presented by WNYC

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**WABC—Kid’s Corner—10:00 PM**

- **Sunday School**
  - Dr. Albert E. Austin
- **Monday School**
  - Miss Charlotte B. Simmons
  - Miss Mary E. Simmons
- **Tuesday School**
  - Miss Charlotte B. Simmons
  - Miss Mary E. Simmons
- **Wednesday School**
  - Miss Charlotte B. Simmons
  - Miss Mary E. Simmons
- **Thursday School**
  - Miss Charlotte B. Simmons
  - Miss Mary E. Simmons
- **Friday School**
  - Miss Charlotte B. Simmons
  - Miss Mary E. Simmons
- **Saturday School**
  - Miss Charlotte B. Simmons
  - Miss Mary E. Simmons

**WABC—Children’s Hour**

- **7:15 PM** — WABC—“The Godly Man”
- **8:00 PM** — WABC—“The Bible”
- **8:30 PM** — WABC—“The Bible”
- **9:00 PM** — WABC—“The Bible”
- **9:30 PM** — WABC—“The Bible”
- **10:00 PM** — WABC—“The Bible”

**WABC—Box Office**

- **10:00 PM** — WABC—“The Box Office”

**WABC—Nite Spot**

- **10:00 PM** — WABC—“The Nite Spot”

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**WABC—1400—Radio Review**

- **10:00 PM** — WABC—“Radio Review”

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**WABC—1400—Radio Review**

- **10:00 PM** — WABC—“Radio Review”

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**WABC—1400—Radio Review**

- **10:00 PM** — WABC—“Radio Review”
Mike-o-Graphs
By Nona Benet

Wha - tah - da - da! Wha - tah - da - da! Rhythm! And what's more... BOSWELL RHYTHM! A triad of harmonizers... The BOSWELL SISTERS, Connie, Vet and Martha... sometimes spoken of among themselves as "the Battling Boswells." You all know that it was in "Aw Nuts" that they first saw light of day. They are not triplets.

Connie was born on December 3rd, twenty-three years ago. Martha was two years older when Connie entered her first bassinet and celebrates her birthday on May 4th. As for Helvetia (the baby) and two years younger than Connie. They are pretty... dark hair... brown eyes... lovely white teeth. They look very much alike.

Connie weighs 100 pounds and is 5 feet tall. Vet tips the scales at 114 and in 5 feet 4 inches. Martha—5 feet 3 inches—is the object of much kidding because she weighs 120 pounds. Claims she’s bashful-like, too, if she didn’t have to sit at the piano all day.

Vet does all the shopping... she designs their costumes for the stage. They like bright colors... and green is the one they wear for their shows.

When they try out a new song over the air... and they’re not sure of the arrangement... they will try it, and make every one else in the studio cross their fingers. If two of them say yes, they’re sure. If one of them says no, at the sound of the piano... they will look pin-kiss and wish... they avoid ladders and black cats... but ask them if they’re superstitious... and they’ll give you a hearty about it, "No!"

Always played instruments. Connie played a 'cello when a child of four. Vet and Martha, piano. Then Connie bought a sax. They recorded and all New Orleans went wild over the record. Did a bit of local broadcasting and then one day came an engagement on the Orpheum Circuit. They were still at school... so she did their truant officer, they’d go to school a week and work a week, until they were graduated... and then a whole thing happened — they made it... but they worked mighty hard.

They have unseen voices.

The professor who taught them music with bated breath used to say to a concert tour... no one ever dreamed they did anything else but play classical music. Clara is a wild-child.

Connie recently stated she was saving dimes... some radio columnist overheard and published the same thing. They contained 107 cent pieces. In case you’re fed, Martha wants it known she’s saving... too... dollar bills! She recently declared she had purchased a hat with a veil... to which the quick-witted Connie replied... "I hope the veil is heavy enough!"

They have a swell time just among themselves.

Vet’s verses! They all assure you... very well... but that, with the musical instruments, has been discarded. Everybody wants them to sing.

Connie came with the idea of making special arrangements. She made the first request... and then they made others. They did a lot of taking at first, they combine. Now, each one of them will have a suggestion for an arrangement that, folks, is one reason why the songs of the Boswells are so unusual.

They are particularly careful with their hits... they try to treat them carefully. Martha answers it. They’re not behind on the reply right now... but that's because they’re so busy. If you’re waiting for your acknowledgment... you’ll be getting it in just a little while, that’s a Scart! "Sure, I hung myself on a nail," exclaimed Martha, displaying an almost invisible two-inch mark on her face. "Not me," says Connie, "but you should try it!"

They combine... and they work on a one-on-one basis. What a New York Sunday! They do go to school. If you’re planning to..."

The Boswells are home to Mike-o-Graphs. They are a group of friends, and they are from the school of Radio, Columbia Broadcasting System, New York. They are a product of the broadcast, but they are not in the broadcast, as you will see.

They are on the CBS network. They are a group of friends, and they are from the school of Radio, Columbia Broadcasting System, New York. They are a product of the broadcast, but they are not in the broadcast, as you will see.

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**Program for Tuesday, March 29th**

- **6:30 A.M. to 10 A.M.**
  - WABC: Morning Highlights
  - WJZ: Tower-Hill Exercise—Art
  - WOR: Baby Class—John Gambling, M.D.
  - WOR: Classical Music
  - WOR: Song of Today—Rozier

- **10 A.M. to 12 Noon**
  - WABC: National Home for Children—Lena Keeler
  - WOR: Moseley—Lena Keeler
  - WABC: National Home for Children—Lena Keeler
  - WJZ: Morning Highlights
  - WOR: Baby Class—John Gambling, M.D.
  - WABC: National Home for Children—Lena Keeler

- **12 Noon to 2 P.M.**
  - WABC: WRESTLING—World Wide Wrestling
  - WJZ: Mid-Day Bath Club—Lihto Entertainers
  - WOR: Baseball—New York Yankees
  - WABC: National Home for Children—Lena Keeler
  - WJZ: Mid-Pacific Hawaiian Entertainers

- **2 P.M. to 4 P.M.**
  - WABC: Martin Luther King, Jr. Address
  - WJZ: Mid-Pacific Hawaiian Entertainers
  - WOR: National Home for Children—Lena Keeler
  - WABC: Mid-Pacific Hawaiian Entertainers
  - WJZ: Mid-Pacific Hawaiian Entertainers

- **4 P.M. to 6 P.M.**
  - WABC: Monday Musical
  - WJZ: Mid-Pacific Hawaiian Entertainers
  - WOR: National Home for Children—Lena Keeler
  - WABC: Mid-Pacific Hawaiian Entertainers
  - WJZ: Mid-Pacific Hawaiian Entertainers

- **6 P.M. to 10 P.M.**
  - WABC: Mid-Pacific Hawaiian Entertainers
  - WJZ: Mid-Pacific Hawaiian Entertainers
  - WOR: National Home for Children—Lena Keeler
  - WABC: Mid-Pacific Hawaiian Entertainers
  - WJZ: Mid-Pacific Hawaiian Entertainers

- **10 P.M. to 2 A.M.**
  - WABC: Mid-Pacific Hawaiian Entertainers
  - WJZ: Mid-Pacific Hawaiian Entertainers
  - WOR: National Home for Children—Lena Keeler
  - WABC: Mid-Pacific Hawaiian Entertainers
  - WJZ: Mid-Pacific Hawaiian Entertainers

**Special for Today**

- **6:30 P.M.**—WOR: The Lone Star Rangers
- **8:30 P.M.**—WJZ: Nellie Bly Radio Band
- **9:30 P.M.**—WJZ: Great Personalities—Frazier Hunt
- **10:30 P.M.**—WABC: Music That Satisfies—Alex Gray

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

- **WABC: George Hall and His Hotel Gala**
- **WJZ: English String Orchestra**
- **WOR: Lute Company**
- **WABC: Friday Night**
- **WJZ: National Home for Children—Lena Keeler**
- **WOR: National Home for Children—Lena Keeler**
- **WABC: Happy Hour**
- **WJZ: Dinner Bell**
- **WOR: National Home for Children—Lena Keeler**
- **WABC: Musical Drama**
- **WJZ: The Singing Lady**
- **WOR: National Home for Children—Lena Keeler**

**WABC-George Hall and His Hotel Gala**

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The Goofy Boys In Radio

By Colonel Lemuel Q. Stoopnagle

"I am the logical party, fellows," puts in Sam, the youngest of the three.

"If it hadn't been for the Goofy Boys, this column would never have been printed. Goodness knows we have to blame it on someone!

Well, anyway, the Goofy Boys—Tom, Sam and Dick—are in radio. And what a whale of a dandy, peachy time they are having, too! Tom, the older of the three, and, therefore, the one who has to shavo most often, is in charge of radio station WHEE, and his brothers, Sam, the following Goofy, and Dick, the youngest of the three laddies, are announcers, production men, electricians and what-not.

Mr. Stoopnagle here includes in his column what he called "the rascal influences" about at WHEE. You guessed it! It's that awful Dan Baxter oat, who has been tinkering with the wires. In fact, only last Thursday, Tom went to the studio to find that all of the wires in the engineering room had been literally cut in half. Right away, Tom, to whom Sam and Dick looked up, called his two brothers and in a trice they were at the studio, glancing hither and thither at the broken wires and looking askance at another as if to say, "Him. This looks like the crafty handiwork of none other than that arch-demon, Dan Baxter."

And then suddenly a thought struck Sam, who for a moment forgot those dimples in his rosy cheeks.

"I know, fellows," he said, as he grasped on a nearby alligator peel. "This looks like the crafty handiwork of none other than that arch-demon, Dan Baxter."

Well, you could have looked the others over with Jacques Renard, they were that flabbergasted, for this had been the very identical thought each had at the self-same time.

And while the three brothers are standing there in the engineering room, let us go back and see what Dan Baxter is doing. Or, if you wish, we will stand right here and see. Yes, that'll save cab fare.

Dan Baxter is a fiend in human clothing. Brought up amidst wealth and luxury, for some reason or other, he has turned to petty pestering and picayune cursedeness for his pleasure. Well, let's take a wee peck through those cur- tains in Dan Baxter's home and see just what this rascal is up to now.

I think that sort of be funny, in a small way, don't you?

Here we are at the house. Let's draw aside the curtains. What? Dan Baxter not there? That spoils the whole idea I had in mind, darn it. Now, we'll have to return to our studio, where Tom Goofy and his two brothers have finished the alligator pears and are preparing to go on the air.

"Seems to me I should be the announcer on this program," Dick is saying as he leans on the door.

"No, I think Sam should do it, Dick," says Tom, with a note of authority in his voice.

"I don't care what you say, Tom," replied Sam, with his characteristic smile. "I am actually singing and stuff and less commercial announcements. What do you say, Dick?"

And Dick, who had meanwhile been cutting paper dolls and leaving the scraps all over the floor, jumped up with a start.

"What?" he said, with a twinkle.

"Never mind. You'll be neutral anyway," answered Tom, the oldest of the three.

And so the fight began. Tom, seizing a microphone, crashed it over Dick's head. Dick, realizing that there was no time for action, lay prone on the floor, Sam went back to his paper dolls.

Soon the phone began to ring and there was holler-skeleton scurrying outside the door.

"Oh you three Goofy Boys—Tom, Dick and Sam!" cried a familiar voice. "Hundreds of people are calling in to congratulate you on the first program. It was swell, you'll pardon the vernacular."

"Why we haven't been on the air yet. There must be some mistake," said Tom, in dismay, and, seizing Dick from off the floor with a swish, he ran into the reception room.

"Miss Mamoneau," he began, addressing the telephone girl, "is it true that we are receiving literally hundreds of calls regarding a program which we are alleged to have put on the air?"

"Yes, Thomas," replied the operator, who had known Tom ever since he was a little boy in Lord Fauntleroy suits.

Well, then, if that's the case, I guess we must have been on the air," philosophized Tom, and turning to Dick, he added: "Dick, we were on the air during the second fight. What was that word you called me when I hit you with the micro-

commercial announcements and less sing-

ing and stuff. In fact, I am personally for just commercial announcements."

"Where am I?" replied the brother.

And, so it was that the three Goofy Boys started a radio station. In case you didn't understand what actually happened was that all the things the three brothers had called each other in the studio had gone out the air.

And so we leave the three boys—Tom, Dick and Sam—their first program having gone over with a "fake." Sam aptly put it, in a moment off guard. Who cut the wires? What motive led Dan Baxter to be away when we need back to see what he was doing? How could the program have gone out on the air with all the wires cut? Have you been lately?

All these questions and many more will be answered in the next course of this thrilling tale, appearing in this paper next week. The next episode, by the way, will be called "Who Cut the Wires Practically in Half?" or "So's Your Old Antenna."

And here let us say good-bye. "Good-bye."

THE Goofy Boys IN RADIO

Col. Stoopnagle and Bud

YOUR NEIGHBORHOOD RADIO REPAIR SHOP

Consult your local neighborhood radio repair shop which is in a position to render you a real service at a nominal fee.

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Algonquin 1-0808
Radio Service From A.C. in D.C. by Electric Polyphase Engineering Co.
Radio Service & Sales

Atwater 9-2702
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1401 Madison Ave.

Redhurst 2-1387
BROADWAY PERKIN & EXPERIENCE
New York, Music Store
121 West 31st St.

Butterfield 8-9818
Radio Supplies and Service
412 East 59th St.

Chelsea 3-9423

815-513-13 Night Service—815-513-13 Night Service
Manhattan Electric & Radio Service
60 West 49th St.

Circle 7-5430

$18 Receiving Service
1841 Seventh Ave.

Clarkson 7-2827
Radio Supplies—Service
Radio Exchange
234 West 30th St.

Edgewood 4-5757
For Radio Service
WHERE SERVICE IS POUWANTED
AUDUBON RADIO SERVICE SHOP
101 West 55th Street

Harlem 7-4942
SERVICE CHARGES
HOLLAND RADIO
77 West 135th St.

Pennsylvania 6-3750
D.C. Radios 815 Tubes 20 to 30 TIMES SQUARE RADIO SERVICE
415 9th Ave. (net. 50c)

Wickersham 2-5096
WICKERHAM RADIO SERVICE
Broadway and 125th St.

Avon 5-3692
BARCLAY RADIO SERVICE

Brooklyn

Fordham 7-1796
Radio Supplies & Service Sales
AMERICAN BROADCASTING AVE.

Brooklyn & Queens

Cumberland 6-2932
IN RADIO SINCE BIRTH
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411 Simeon St.

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W. I.

Sun-day Service

Radio Guide

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Two issues in the size of the newspaper column. Page size is 10 1/4 inches x 14 1/2 inches. No columns less than 2 inches high or less than 6 inches wide will be accepted. Illustrations will be paid for. The Times reserves the right of selection when possible. Space cannot be reserved for future dates.

Issuance and Closing Dates
Publication weekly on Wednesdays. Last day for copy for publication is Monday at 12:00 noon. For information call 2-9031.

Addresses of Radio Guide are published for use by advertisers in the United States and Canada. List of cities and rural radio and communications rates on request.

Radio Guide

4747 Broadway, Dept. 66H, N.Y.

Niagara, L-1411.
PROGRAM FOR WEDNESDAY, MARCH 30th

6:30 A.M. until 10 A.M.


11:00 - 11:30 A.M.


11:30 - 12 Noon to 2 P.M.


12:30 - 1:00 P.M.


12:30 - 12:30 P.M.


1:00 - 3:00 P.M.


3:30 - 4:00 P.M.


4:00 - 5:00 P.M.


6:00 P.M. to 7:00 P.M.


7:00 P.M. to 8:00 P.M.


8:00 P.M.


8:30 P.M.


9:00 P.M.


9:30 P.M.


10:30 P.M.


11:00 P.M.
SPECIALS FOR TODAY

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

For Log of Local Stations See Page 8

Program for Thursday, March 31st

12 Noon to 2 Noon

2000 WABC-Midday Message—Dr. Lewis F. Newman
2000 WNYC-General Electric Home Circle—Grand Guest
2005 WNBC-Berlitz and Arthur Behrens
2005 WJZ-The Marrie Men—Male Quartet
2010 W4PO-Vincent halls and Religious Music
2015 WINS-Ford Prick Tells the News
2020 WABC-Real George Washington
2025 WANA-Fame of the American Legion
2030 WABC-Morning Program
2035 WJZ-Midday Interlude
2040 WOR-Frank Rich's Orchestra
2045 WJZ-On the Air
2050 WABC-Salon Musicale

12:15 P.M.

2000 WABC-Weaver Brothers, Violinists and Orchestra
2005 WNYC-The Marionettes
2010 WJZ-Golden String Orchestra
2015 WABC-Ann Branch, Soprano
2020 WOR-Ben Krauss and Orchestra
2025 WJZ-Mid-Week Newsmakers
2030 WABC-George Shaw and Orchestra
2035 WABC-George Hall and His Hotel "Twins"
2040 WJZ-Phil Harris String Orchestra
2045 WABC-de. Herman T. Peck—Health Talk

1:00 P.M.

2000 WABC-Seven Days—Youth's View
2005 WNYC-Emery Deutsch's Orchestra
2010 WJZ-Mid-Week Newsmakers
2015 WABC-George Shaw and Orchestra
2020 WOR-Ben Krauss and Orchestra
2025 WJZ-Mid-Week Newsmakers
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2:00 P.M.

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