Millions for an Audience

IMPRESARIOS SPEND LAVISHLY FOR WORTHWHILE ENTERTAINMENT

"Millions for defense, but not one cent for tribute," that good old American battle cry, has been modernized by radio advertisers until it now seems to read, "Millions for an audience, and not a fig for expense."

THERE are just so many evening hours, hours when the potential radio audience may be expected to listen in a receptive mood, and with so many features available at a twist of the wrist it behooves the wide-awake advertiser to furnish something outstanding in talent, in idea, or in performance if he is to steal away the audience from his rivals. And the advertiser sees what is expected of him.

The American Tobacco Company, sponsoring the Lucky Strike Dance Hour, presents Walter Winchell and his gossip of the stage and screen, with the added attraction of dance music from here, there and everywhere. And that music, from the far corners of the earth, costs a mint of money.

The orchestra has to be paid, in the first place, and such representative musical organizations as the Lucky Strike Hour has presented demand a pretty penny for their services. Then there is the matter of wire charges for those organizations which happen to be located on the North American Continent, and the transoceanic toll charges for the or-

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Florence Ziegfeld, master producer of musical extravaganzas, who is to stage the latest in radio entertainment, next to him his wife, Billie Burke, who will be heard at eight o'clock Sunday evening on the first of the Ziegfeld programs, and Lupe Velez, also a featured player.
THE RADIO ROVER

By Ed J. Fisher

A MONG the more interesting activities of the Federal Radio Commission lately have been its deliberations on WMCA and the station's claim to its place in the broadcast spectrum. Despite the fact that a disinterested survey of local listeners showed that WMCA had thirty-eight per cent of the audience, and WNYC but two per cent, the former station must stick to a fifty-fifty basis with the municipal transmitter.

Donald Flamn, owner and operator of WMCA, has his back to the wall and is fighting tooth and nail to re-establish the full time his station once enjoyed. Certainly a few minutes of any listener's will show the superiority of the WMCMA entertainment. WNYC, with but few exceptions, presents nothing of great value, educational or entertaining, and were its hours adjusted with WMCA's in proportion to the audiences served, WMCA would find itself with seventeen hours on the air to every one hour of WNYC.

Not only has WMCA provided better radio fare, but it has at the same time given countless potential radio performers the opportunity to prove their worth. These performers have gone on up the ladder, and practically every one of them admits, today, that their first step came through Donald Flamn and WMCA.

The Columbia Broadcasting System's former radio queen, Myra McCoy's solo numbers include Scum, Verde. and "Come On," and "Give Me a Man." She'll be heard on the Ed Wynn show. Miss McCoy's partner in their act at the Paramount Theater is Theodore Webb.

Sandra Phillips and Peggy Keenan's symphonic arrangements of popular music and offerings from the classics are now presented in "Piano Pictures" each Monday, at 9:00 A.M., by the two-piano team of Sandra Phillips (left) and Peggy Keenan. Miss Keenan studied under both Godowski and Slowikowski and has done considerable concert work in Europe. Miss Phillips made her vaudeville debut in New York two years ago and last year became Miss Keenan's partner in their act at the Paramount Theater.

Culbertson Will Teach Bridge in New Program

Ely Culbertson—the man who dramatized bridge for millions—is going on the air to discuss his famous system of play over a WEAFT-NBC network three times a week under the sponsorship of the William Wrigley Jr. Company. "Let's play Culbertson" will be heard each Monday and Wednesday afternoon at 4:30 p.m. and each Saturday at 8:00 p.m., beginning Monday, April 4.

Twice a week, at the Monday and Wednesday broadcasts, the man whom many consider the world's greatest ranking player and probably the greatest living card analyst will analyze a Contract bridge hand for his listeners, telling them how they would play it, and why. On the Saturday evening program he will conduct a general discussion on the fine points of Contract for beginners, average players and experts.

Mayor, Congressmen To Be Heard at Dinner

Mayor Walker of New York heads an imposing list of speakers who will be heard from the Jefferson Dinner at the Hotel Commodore Saturday night, April 2. Others to be heard include three Senators; Royal S. Copeland, Robert M. Buckley and J. Hamilton Lewis.

Station WOR will broadcast the addresses, beginning at 10 o'clock.

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REVIEWING RADIO

By Mike Porter

PAPAL broadcasts up to this time have been accompanied more or less by bad conditions or other adversities, and it seems to me something should be done to insure perfect reception and adequate translations for the benefit of the vast American audience interested in hearing the Pope's voice and message.

An invitellule of the large networks forbids the use under any conditions of the very expedient which would simplify the papal broadcast next Sunday. An excellent way in which the Vatican message could be transmitted to Americans at a convenient hour of the day, would be to provide an electrical transmission for American listeners, accompanied by a translation in English. This would obviate the probability of bad atmospheres that seem, at this season, to be part of every trans-ocean program. It would make impossible, too, any deliberate interference, such as was suspected on the occasion of the Pope's first broadcast, when a mysterious carrier wave, said to have been set up in Russia, worried the short wave emanating from Vatican City.

Here is an opportunity for WOR, which has no rules against transmissions, to render a service to the American audience.

- I've often wondered why this lovable chap, Norman Brokenshire, whose comeback on the Chesterfield bill is a real event, doesn't write a book. A pioneer in the field which the mike has been rich in experience. And there's one story about himself that hasn't been told. Brokenshire's success has been due to his faceless ad libbing—his wisecracking and his ability to keep you chuckling. It was in the midst of one of these ad lib programs that the saddest moment of the announcer's life arrived. He was being particularly funny this spring, some years ago, when a telegram arrived. And those were the days when anybody could rush into a studio.

A musical interlude developed and Brokenshire read the wire. He informed him that his father had died unexpectedly. In the next minute, Broke was back at the mike, laughing gaily, quipping and chuckling. But half an hour later, he collapsed while his audience was still laughing.

- The Camel troupe returns briefly to New York on April 8 before going to Buffalo—a bit of news that gives me opportunity to remind the sponsors that the nightly program's monopoly is giving a large portion of the audience the jitters. Not that Downey, Wons and Renard do not rate as ace artists. It's the dull and repetitious nature of the broadcast that is taking the kick out of it. The same old routine, night after night, certainly is not keeping people home from the movies. It's about time there was a dash of humor, or something fresh on the bill. You can't keep a radio broadcast fresh by wrapping it in cel-lophane.

- Some days ago H. H. Van Surdam, the Allerton Hotel maestro who wafts melody from WABC on Fridays, received a letter from the big shots of Wesleyan College, objecting strenuously to his use of "Secrets" as a theme song. "Secrets" happens to be a sacred ditty of the college and the academic folk felt it was being profaned.

But yesterday, Van received a polite apology from the faculty. It seems they didn't know, until too late, that Van Surdam was a Wesleyan graduate, that he had been a star quarterback, that he had led a glee club and that he was trying to do for Wesleyan what Vatta did for Maine, with the "Stein Song."

- It would probably amaze us to discover the various reactions of the public to the current programs. The most interesting to date is the Myrt and Marge incident. As you know, they've been having a murder mystery on their hands, with evidence bobbing up everywhere to complicate matters.

The mystery is leading a number of amateur detective club members and readers of crime mysteries, to find a solution of the Myrt and Marge crime, before the climax is reached.

- There was a lot of outside betting, too, on the wrestling match in which A. B. of Ames "n Andy," was pitted against Bullneck Mooseface. And did a lot of people bet wrong?

Another crooner from the Sunny South is Lanny Ross, heard frequently over the NBC network. Miss Morse has been in vaudeville and has made many appearances on the musical comedy stage. She is the daughter of a Southern preacher who lays claim to being one of the eight original Texas Rangers. Lee Morse spent five years with her father on an Indian reservation in Idaho.

Address by Pope Pius To Be Broadcast Here

- His Holiness Pope Pius XI will speak from St. Peter's Cathedral, Vatican City, over a WEAF-NBC network Sunday, April 3, atmospheric conditions permitting at 12 noon. Pope Pius will speak in Italian for about twenty minutes. An English translation of the talk by His Holiness will complete the rebroadcast.

A microphone placed in the cathedral will pick up the voice of His Holiness and the other participants, and the Vatican City radio station, HVJ, will short-wave the program to the United States for rebroadcast.

Isham Jones' Orchestra Extends Radio Schedule

- Isham Jones and his Orchestra, for many years a musical aggregation of first-ranking popularity with dance lovers, has been signed under the exclusive management of the Columbia Broadcasting System. Now broadcasting once weekly from the Golden Pheasant, Cleveland, Isham Jones' music will be allotted additional air time. The orchestra will be heard every Friday at 12:30 A.M. and every Tuesday and Thursday at 12:00 o'clock. Beginning Tuesday, April 12, the band also will broadcast Tuesdays at 12:30 A.M.

Jones' sixteen musicians and singers have played engagements at the Kit-Kat Club, London; College Inn, Chicago; at fashionable Florida clubs, and more recently in Milwaukee.

New Educational Series Show Government Needs

- Government as it daily affects and regulates the lives of every person in the United States will be the subject of a new series of talks and discussions by prominent speakers. The programs, under the title, "You and Your Government," are presented by the Committee on Civic Education by Radio of the National Advisory Council on Radio in Education, in cooperation with the American Political Science Association. They will be heard at 8:00 P.M. every Tuesday evening over a coast-to-coast WJZ-NBC network.

The series is designed to show the need for the people to accept their individual responsibility for the direction of public affairs, and to emphasize the intimate manner in which government affects their lives.

It Beats All

- Recently several musicians were discussing currents they had known and what had become of them. Announcer David Ross passing by, suggested over his shoulder: "They all go back to the sticks, of course."
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.

- There are mental bumps, spiritual bumps and there are physical bumps. I don't know which hurt most. Some people can endure one kind without flinching, and others can withstand the other and never murmur nor squeal. Some time ago I was sitting in a restaurant over on Lexington avenue, when a girl came rushing in and gasped.
  Water! Water! Give me a glass of water, quick! An elderly lady just fell all the way down the subway stairs! Now, you know the subway stairs are made of concrete and iron, and if I were to fall down twenty of them and hit the bottom platform, which is as hard as any rock, you would perhaps send me flowers, and I wouldn't know anything about it.

- But the elderly lady fell down, and we all thought she was dead when a couple of charitable gentlemen carried her into the restaurant and laid her on the floor. In a moment a policeman appeared. I saw him lean over to see if she was still breathing. He smelled her breath and w reservaed as if he, too, were going to faint. Then he took her vigorously by the arm, and behold, the dead lady got up and walked with her left hand to the police station a couple of blocks away.

Somebody near me said: "Do you think she is badly hurt?" And another answered, "Naw. She's got callouses all over her body from bumps like that. You can't kill that gal so easy." We all got calloused from life's bumps. In time we don't feel the bumps. The Japanese take their young children and teach them to endure. They make them feel bumps, so that when they grow up nothing that can happen to them will surprise or discourage them. I think it was W. F. Farquharson who said: "Bumps do things to our lives. It's true, Which nothing else in this world could do; But bumps there are and will always be, And they must be hit by you and by me."

- You know, I wish I had a dollar every time I've been stung because I bought something that was advertised very cheap. Neckties, worth ten cents, marked from two dollars down to fifty cents; clothes; second-hand automobiles; radios as good as new. Of course, not all cheap things are shoddy, but whenever price alone is advertised, I now quote to myself the thought of John Rinkie.

"There is hardly anything in the world that some men cannot make a little worse and sell a little cheaper, and the people who consider price only are this man's lawful prey."

- Take all the troubles you've ever had and pile them over here on this side of a scale, and then take all the pleasures that you have experienced and put them on the opposite side of the scale, and what do you find? If you could measure these things you'd find that the scales just about balance. Perhaps a little heavier on the good side for the optimist, and a little heavier on the side of the bad for the pessimist, depending upon how much it takes to please or make them miserable. On the whole, life is worth living, and we can say: "All is well!"

**TONY'S SCRAP BOOK**

By TONY WONS

Ray Perlinos

Without a doubt Ray Perlinos is one of the ace jokers on the NBC networks. His hilarious antics won him a place as master of ceremonies on the Fleischmann Hour which is heard every Thursday evening at 8 o'clock over the WEAF-NBC network. During the program he shares the air-waves with Rudy Vallee and his orchestra. On Tuesdays he dons his evening clothes and under the title of the "Old Topper" gives the best of his talents to the Jergens program at 6:30 P. M. other day from a lady who asked that he autograph his violin bow in white ink and send it to her. "She's probably the type," Ross commented. "Who would think of asking Ringling to autograph an elephant for her."

- George Olsen tells of the colored composer who was asked to waive royalties by a phonograph record maker who was planning to reproduce one of the songsmith's compositions on which the copyright had expired.

"Gentlemen," was the reply, "I got your letter today, and in answer all I can say is that I wave nothing but the American flag."

- You'll be interested to know that Leo Reisman's favorite violin is a Guarnerius, which is even more expensive than a Stradivarius. He hasn't missed an important violin auction sale in ten years, and spends his time testing $50,000 fiddles at these collection sales.

The other day, a patron, thinking Reisman was a salesman, inquired as to whether or not modern pieces could be effectively played on a Guarnerius. To his surprise, the famous fiddler went into a classical old—of all things—"Tiger Rag."

- Millions of American fans will welcome B. A. Rolfe back to the radio fold on April 7, when the famous maestro returns to the air waves with a thirty-five-piece orchestra.

B. A.'s jovial disposition and keen sense of humor have made him an air favorite for many years. One is reminded of the radio listener who once wrote him to say that, each morning when she went to her children's house, four or five of her best Leghorns would be on the ground, cold and stiff.

"What is wrong?" she asked.

"Madam," was Rolfe's reply, "it is very evident to me that your chickens are dying."

- Says Leon Belasco: "There is no rhyme for talhoid, but there is even less reason for it." And Frank Parker offers: "Chicago citizens who are going helpless should try going gatless instead."

Ruth Etting

"They satisfy" is the slogan for Chesterfield Cigarettes. We recommend that that same phrase be added to the Chesterfield program with its galaxy of stars. Especially for Ruth Etting who is gaining tremendous amount of new friends at each broadcast. Her success on the stage is microscopic in proportion to the vast following that Miss Etting has made for herself on the air-waves. She is heard each Wednesday and Friday at 10:00 P. M., over the WABC-CBS network.

Pat Kelly

- Interesting portions of famous operatic scores are brought to the listeners every Thursday at 11:30 P. M., over the WEAF-NBC network, on the program known as "Through the Looking Glass." Cesare Sodero conducts the orchestra heard on this broadcast. Soloists are: Amy Goldsmith, soprano, and Conrad Threbault, baritone. Pat Kelly, supervisor of announcers at the National Broadcasting Company, announces.

Amy Goldsmith

Cesare Sodero

- An old acquaintance of the radio world, Amy Goldsmith, is heard over the NBC network every day, at 6:30 P. M., with "The Jesty Artist." She is succeeded at the 7:30 P. M. hour by Cesare Sodero who has been heard over the NBC from May 1 to May 12, 1932, with "The Looking Glass." The program is conducted by Cesare Sodero, and soloists are: Amy Goldsmith, soprano, and Conrad Threbault, baritone.
OUT OF THE ETHER

With BURNS and ALLEN

George Burns and his wife, Grace Allen, bring their Dearie remarks to the WOR-CBS network every Monday night, at 10 o'clock, on the Robert Burns Panretalia Hour. Their patter appeals from its simplicity.

GEORGE—Let's play a game. I'm going to mention a few words. You pick one out and I'll put it in a sentence.

GRACIE—All right. What is it that starts with L?

GEORGE—I don't know. Now, this one is on me. Here's the jinx: Like, her, kiss her, leave her.

GRACIE—Now I pick one out, huh? Leave her.

GEORGE—for breakfast this morning I had some leave-her-and-bacon.

GRACIE—What is it that starts with L?

GEORGE—Wait a minute. I'm not through yet. Roses, violets, daisies, poppies.

GRACIE—Poppies?

GEORGE—A cat has kittens and a dog has puppies.

GRACIE—I can do that.

GEORGE—Is there anything that phases you?

GRACIE—No, but I can do that. Knives, forks, spoons, scissors, razor.

GEORGE—All right—razor.

GRACIE—The girl fell down and the fellow wouldn't lift her.

GEORGE—if you had another brain you would have one. The girl fell down and the fellow wouldn't lift her. How did the girl get up?

GRACIE—How did the girl get up?

What did?

GEORGE—The girl that fell down.

GRACIE—Oh, she wanked her eye.

GEORGE—You mean she wanked her eye. But I still would like to know—how did the girl get up?

GRACIE—Well, when she wanked her eye the fellow picked her up.

GRACIE—Were you born on the first of April?

GEORGE—Don't be silly. When were you born?

GRACIE—I was born in September.

GEORGE—you don't talk like September?

GRACIE—I don't talk like September?

GEORGE—My father talks like April.

GEORGE—Don't be silly. April is a month that has thirty days.

GRACIE—So has my father.

GEORGE—you are absolutely brilliant. I'm beginning to think you are a wizard.

GRACIE—I'm a wizard.

GEORGE—Yes. You know what a wizard is.

GRACIE—Yes, a snowstorm.

GEORGE—Well, if that's a snowstorm, then what's a blizzard?

GRACIE—A Blizzard is the inside of a chicken. Anybody knows that.

GEORGE—you don't even know what side your bread is buttered on.

GRACIE—What difference does it make? Eat both sides.

GEORGE—What do I look like? A fool, because I get mad?

GRACIE—Oh, George, you're self-conscious!

GEORGE—What kind of a looking man is your father?

GRACIE—Well, he reminded you of—

GEORGE—Guy Lombardo?

GRACIE—No.

GEORGE—Well, what would he remind you of?

GRACIE—He'd remind you of $10 if you owed it to him.

GEORGE—No, no. What does he look like?

GRACIE—He's the image of George Bancroft if Bancroft was much shorter and weighed about 110 pounds and didn't have any hair.

Missouri, Gateway of the West

The General Motors "Parade of the States" program which was broadcast over the WEAF-NBC network at 9:30 o'clock, Monday, March 28th, offered the following tribute to Missouri, Gateway to the Golden West.

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.

JESUIT FATHERS trucking up their flowing robes and biding staidly back to the padure. Keen-eyed French voyagers scanning the Father of Waters for signs of friend or foe. These were the first white men to know Missouri, and they came because of a quest, as men always do. The quest of the voyagers was for fur; that of the fathers for souls. The frontier marched westward. Other men, with coonskin caps and patient wives, with babies on one arm and deer rifles on the other, trekked along the broad, still rivers, skirted the tree-crowned Cranes.

What was different. They were seeking home. They found it. And they built a land that was destined, in its own time, to people a still vaster West.

For as New England people the Western Reserve, so did the sons and daughters of Missouri steadfastly face the setting sun along the Oregon Trail, the California trail, or that long ribbon of hunger, thirst and danger that led to Santa Fe.

From the time that the chronicles of the white man first touched the trans-Mississippi country, Missouri has been the Gateway to the Golden West—for the prairie schooner, for the railroad, for the coast-to-coast motor highway. Always has Missouri been the road to the Promised Land.

Yet, millions of people have found the Promised Land within her own broad borders. They have found it a land of sleek cattle, of abundant fish and game, of peaceful, prosperous homes.

Harriet Hilliard

* Featured on the Round the Town broadcast, over WMCA every night except Thursday at 11:30 P. M., Harriet Hilliard, contralto, is fast becoming one of WMCA's favorites. Miss Hilliard is heard from the Hollywood Restaurant with Al Katz and his orchestra.

Guy Lombardo

A busy man is Guy Lombardo. He is now heard over the Columbia air-waves four times weekly. With his Royal Canadians he is heard on the Bah-O-Brillant Spot program at 7:30 P. M. Saturdays. With that hilarious team of Burns and Allen, he is heard on the Robert Burns Panretalia program on Mondays at 10:00 P. M.

From the grill of the Hotel Roosevelt the Lombardo organization broadcast their fascinating tempos on Thursdays and Saturdays at 12:30 A. M.

Caryl Bergman

Another comedy team who are heard but not seen (unfortunately) over the WMCA air waves is Caryl Bergman. She has a pleasing contralto voice and is heard over WMCA every Monday morning at 10:50 A. M. A former Ziegfeld girl, she is now featured in Vincent Youman's current show, "Through the Years."
### Programs For Stations Other Than New York

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<td>WJZ</td>
<td>Baltimore</td>
<td><code>Golden Days of Football</code> Program, WJZ-NBC, 5:15 M.</td>
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<tr>
<td>6:30</td>
<td>WBAL</td>
<td>Baltimore</td>
<td><code>Daybreak</code> Program, WJZ-NBC, 6:15 M.</td>
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<tr>
<td>6:45</td>
<td>WBAL</td>
<td>Baltimore</td>
<td><code>Can You Topple the Rhythmals?</code> Program, WJZ-NBC, 6:30 M.</td>
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<tr>
<td>7:00</td>
<td>WBAL</td>
<td>Baltimore</td>
<td><code>The World Today</code> Program, WJZ-NBC, 6:45 M.</td>
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**SATURDAY, APRIL 2ND**

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<tr>
<td>6:00</td>
<td>WBAL</td>
<td>Baltimore</td>
<td>National Symphony Orchestra, in Concert</td>
</tr>
<tr>
<td>6:15</td>
<td>WJZ</td>
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<td><code>Golden Days of Football</code> Program, WJZ-NBC, 5:15 M.</td>
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<td><code>Can You Topple the Rhythmals?</code> Program, WJZ-NBC, 6:30 M.</td>
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<td><code>The World Today</code> Program, WJZ-NBC, 6:45 M.</td>
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**MONDAY, APRIL 4TH**

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<td><code>Golden Days of Football</code> Program, WJZ-NBC, 5:15 M.</td>
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<td>WBAL</td>
<td>Baltimore</td>
<td><code>Daybreak</code> Program, WJZ-NBC, 6:15 M.</td>
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<td>6:45</td>
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<td><code>Can You Topple the Rhythmals?</code> Program, WJZ-NBC, 6:30 M.</td>
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<td>WBAL</td>
<td>Baltimore</td>
<td><code>The World Today</code> Program, WJZ-NBC, 6:45 M.</td>
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</tbody>
</table>
Wednesday, April 6th

7:00
With the Senator's Wife in Washington. WBAL-AM

7:15
The Capitol's Orchestra. WBAL-AM

7:30
Arthur Jarrett. WBAL-AM

7:45
Woman's Radio Review. WEAF-NBC

8:00
This is Your Life. WBAL-AM

8:15
Shenandoah Valley Band. WTIC-AM

8:30
Weird World of Nature. WTIC-AM

8:45
Bill Schellenberg's Going to Press. WBAL-AM

9:00
Shenandoah Valley Band. WTIC-AM

9:15
Sgt. Star. WBAL-AM

9:30
War with the Water. WBAL-AM

9:45
Jolly Whitman. WWJ-AM

10:00
Joe Masters. WBAL-AM

10:15
Joan Staley. WBAL-AM

10:30
The American Publishing Co. "The Book Shelf." WBAL-AM

10:45
Mr. and Mrs. anv. WORC-AM

11:00
Policeman's Holiday. WORC-AM

11:15
Mrs. Patina Perseids Kate Downs. KDKA-AM

11:30
Mrs. Patina Presents Patina Perseids Kate Downs. KDKA-AM

11:45
Mrs. Patina's Musical Review. WBAL-AM

12:00
Radio Symphony. WJAR-AM

12:15
The Daily Whitman Concert. WBAL-AM

12:30
The South Pacific. WBAL-AM

12:45
The South Pacific. WBAL-AM

1:00
Patina Presents Patina Perseids Kate Downs. KDKA-AM

1:15
Mrs. Patina Perseids Kate Downs. KDKA-AM

1:30
Mrs. Patina's Musical Review. WBAL-AM

1:45
Radio Symphony. WJAR-AM

2:00
Patina Presents Patina Perseids Kate Downs. KDKA-AM

2:15
Mrs. Patina Perseids Kate Downs. KDKA-AM

2:30
Mrs. Patina's Musical Review. WBAL-AM

2:45
Radio Symphony. WJAR-AM

3:00
Patina Presents Patina Perseids Kate Downs. KDKA-AM

3:15
Mrs. Patina Perseids Kate Downs. KDKA-AM

3:30
Mrs. Patina's Musical Review. WBAL-AM

3:45
Radio Symphony. WJAR-AM

4:00
Patina Presents Patina Perseids Kate Downs. KDKA-AM

4:15
Mrs. Patina Perseids Kate Downs. KDKA-AM

4:30
Mrs. Patina's Musical Review. WBAL-AM

4:45
Radio Symphony. WJAR-AM

5:00
Patina Presents Patina Perseids Kate Downs. KDKA-AM

5:15
Mrs. Patina Perseids Kate Downs. KDKA-AM

5:30
Mrs. Patina's Musical Review. WBAL-AM

Tuesday, April 5th

2:00
Miss Ella Home Forum. KOKA

2:05
Music in the Air. WJZ-NBC WBL WBL

2:15
Music on the Air. WJZ-NBC WBL WBL

2:20
Musical Highlights. WJZ-NBC WBL WBL

2:25
The Nightingale. WJZ-NBC WBL WBL

3:00
Miss Ella Home Forum. KOKA

3:05
Music in the Air. WJZ-NBC WBL WBL

3:15
Music on the Air. WJZ-NBC WBL WBL

3:20
Musical Highlights. WJZ-NBC WBL WBL

3:25
The Nightingale. WJZ-NBC WBL WBL

4:00
The Magic of Speech. WEAF-NBC WJAR WJAR

4:05
Crown Hall and His Orchestra. WBAL-AM

4:10
The Magic of Speech. WEAF-NBC WJAR WJAR

4:15
The Book Shelf. WBAL-AM

4:20
The Book Shelf. WBAL-AM

4:25
The Book Shelf. WBAL-AM

4:30
The Magic of Speech. WEAF-NBC WJAR WJAR

4:35
The Magic of Speech. WEAF-NBC WJAR WJAR

4:40
The Magic of Speech. WEAF-NBC WJAR WJAR

4:45
The Magic of Speech. WEAF-NBC WJAR WJAR

5:00
Dinner at the Press. WJAR WJAR

5:05
Dinner at the Press. WJAR WJAR

5:10
Dinner at the Press. WJAR WJAR

5:15
Dinner at the Press. WJAR WJAR

5:20
Dinner at the Press. WJAR WJAR

5:25
Dinner at the Press. WJAR WJAR
### Radio and Amusement Guide

#### Program for Friday, April 1st

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<tr>
<th>Time</th>
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<tr>
<td>10:00</td>
<td>WNYC</td>
<td>WNYC Morning Highlights</td>
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<td>10:20</td>
<td>WNYC</td>
<td>WNYC-Chicago Ensemble</td>
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**Specials for Today:**

- 7:15 P.M. - WAEF-NBC - Robert Simmons and The Campbell Orchestra
- 8:30 P.M. - WABE-CBS - "Today and Yesterday - Puerto de Nemos Co.
- 9:00 P.M. - WAVE-CBS - Pilgrimage Pageant
- 10:00 P.M. - WJAB-NBC - Whitman's Pontiac Chelanis

**Radio LOG for New York Stations:**

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**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.**

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<tr>
<td>6:00</td>
<td>WJAB-NBC - Red Devil, with Singer Junger</td>
</tr>
<tr>
<td>7:00</td>
<td>WABC - Presentation - Concert Orchestra &quot;The Ladies' Features&quot;</td>
</tr>
<tr>
<td>8:00</td>
<td>WABC - Message - Program - Concert Orchestra &quot;The Ladies' Features&quot;</td>
</tr>
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- WJAB: Robert Simmons and The Campbell Orchestra
- WABC: "Today and Yesterday - Puerto de Nemos Co.
- WABE: "Today and Yesterday - Puerto de Nemos Co.

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- WJAB: "The Ladies' Features"
- WABC: "The Ladies' Features"
- WOR: "The Ladies' Features"
- WORX: "The Ladies' Features"

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- WJAB: Robert Simmons and The Campbell Orchestra
- WABC: "Today and Yesterd...
TEMPLE UNIVERSITY, Philadelphia, Pa.

Mrs. George Olsen

THIS IS THE MISSUS
BY HILDA COLE

The Montmartre Club in the afternoon.
With Spring sunshine sitting in upon the blue and red drapes and forssaken tables, is a cheerful spot. Climbing up what seems to be miles of carpeted stairs, you are guided by the sound of music to the ballroom where George Olsen is rehearsing his band. Sitting among motionless and apparently lifeless are a group of men with their cloths on the table. Occasionally one leans over to whisper to another. These, I gathered, were "song pluggers."

George himself was in shirtsleeves. He said Ethel would be over in a few moments for rehearsal (the former Ethel Shutta now sings over the WABC-CBS network with her husband's orchestra every Tuesday and Friday night).
She appeared in a becoming sheen and tan outfit, with an especially intriguing hat cocked 'way over one eye. (George likes them that way. He says hats straight off the forehead make all species of women look surprised.)

A little over six years ago, Ethel Shutta was playing in a Ziegfeld production with Leo Errol. One number, "Eddie Be Good," she sang, accompanied by George Olsen's band. At that time, Ethel was distractedly burning the candle at both ends, playing at the Cosmopolitan and rushing down during intermission to do a number at the New Amsterdam. She had no idea George Olsen was interested in her, but pretty soon she noticed that whenever her car drew up to the curb by the stage door, George was there. "Every matinee afternoon George would ask me if I'd like to hear the band rehearse and offer a few suggestions. I began to admire him for his conscientious efforts to make something of himself. My opinion has never changed. George has always been the kind to forge ahead."

Six years ago this coming April they were married.
They have two children now, George and Charles, aged four and a half and two and a half. "We've tried our best to keep them away from anything theatrical," said Ethel. They don't show off like a lot of kids do. We want them to grow up and decide what they want themselves."

A short time ago, little George and Charles heard their father perform for the first time, during his recent engagement at the Palace. Sitting in a box, motionlessly and obviously unnoticed, the oldest child said, "Mama, when does the picture show go on?"

George likes golf best for sport, Ethel is fond of that, also of horseback-ridding. George likes bridge; Ethel won't play.

The Olsen's have one of the six collections of glassware in the country. It is a hobby with George and he has collected this material from all over the world. "He likes exciting magazines when he reads," Ethel says. "Detective stories and adventure stories. Everywhere I go around the house I find them...gory covers, and whatnot."

The only thing George eats for breakfast, according to Ethel, is doughnuts and coffee. If there are six on the plate George will do away with them, if there are twelve on the plate George will do away with them.

"So, every morning," says Mrs. Olsen, "I have to go outside and say there are six doughnuts for Mr. Olsen."
"He's the funniest man," she continued. "Sometimes I have a lovely dinner for him—turkey, or steak and I'll ask him how he likes it. 'All right,' he'll say. But the next night we'll have something like fish or salad and he'll get twice as enthusiastic about it!"

George likes plain ties best. He dreads Christmas, when he is usually presented with a terrifying assortment. "Here are some more ties for your present," said Ethel, pertaining lovingly to Ethel.

Ethel has wanted to work with her husband for years. In fact, ever since she first worked with him in Ziegfeld's production. But he never would allow her to alter," says Ethel. "So here I am."

Finally, he realized I was happiest doing something connected with the...
Princes of Wales Speaks at Shakespeare Memorial

America will hear the Prince of Wales and other distinguished speakers at the opening of the new Shakespeare Memorial Theatre at Stratford-on-Avon on Saturday, April 23, in a program short-waved to the United States from the bard’s birthplace by the British Broadcasting Corporation. The program will be broadcast in this country over a WEFAB-NBC Coast-to-Coast network at 9:15 A.M.

The opening of the new structure will be preceded by the unfurling of the flags of the nations, a ceremony annually enacted in picturesque High Street on the poet’s birthday—April 23. Immediately after this the building, restored by the efforts of English-speaking peoples everywhere, will be formally opened. The spectacle will be described by BBC announcers.

The old theater was burned in 1926. Lovers of Shakespeare the world over immediately set to work to rebuild the memorial. The new theater stands on a bank of the Avon, near Stratford Church, where Shakespeare is buried.

Veteran Radio Quartet On Bath Club Program

A new quartet and guest soloists will be heard on “The Bath Club” program commencing with the broadcast over the WABX-CBS network at 8:00 p.m., Monday, April 4. The new quartet is well known to radio listeners as “The Rollie-Creepers.” Stars of such programs as Philco, Van Heusen, Hudson-Essex, General Motors, Jack Frost, Armstrong Quakers and others.

The quartet, which was organized in 1926 by Victor Hall, is composed of Hall, second tenor; Clark Brener, first tenor; Carrell Douglas, baritone; Eugene Critzer, bass, and Clifford Long, arranger and pianist.

The guest soloist who will be heard on the programs to be broadcast during the week of April 4 is William C. Amison, well-known concert tenor.

RADIO RECEIVERS GIVEN TO WORTHY INSTITUTIONS

Do you know of a charitable institution in your community that needs a radio? Do you know of an orphan asylum that you want to help out? Or perhaps there is a home for the aged where a new radio would add a great deal of entertainment to the old folks. Remember, the radio is the greatest source of entertainment for shut-ins.

An opportunity is presented here by whereby you can do your bit in presenting a new radio set to some welfare institution that deserves a radio.

Radio Guide and the Atlas Radio Corporation will give away each week two 1932 Model 51 console Philco radios absolutely free to those institutions receiving the most votes.

The coupon on this page counts for one vote. To enter the institution that you believe deserves a Philco radio, carefully print the name of the welfare organization legibly on the coupon. Be sure and give the complete address of the institution, including the name of the state, the town or city, and its street address.

RADIO GUIDE, 475 Fifth Ave., N. Y. C.

I vote that you donate one of the PHILCO RADIO SETS to the

May Singh Breen and Peter De Rose

The Easter party which May Singh Breen and Peter de Rose gave for the children in the New York Foundling Hospital was a huge success. While the kiddies consumed quantities of chocolate Easter eggs, donated by Park and Tillord, the NABC “Sweetharts of the Air” entertained them by playing and singing “Raggedy Ann,” “Hi-Giddle-Diddle,” and other popular children’s songs. May brought along her pet rabbit, Elmer, who was immediately adopted by the children. May Singh Breen and Peter de Rose are heard over the WEFAB-NBC network on Mondays at 10:30 A.M., Tuesdays, Thursdays and Saturdays at 10:15 A.M.

RADIO IS EXCITING!

...learn it at RCA Institutes

Have you ever thought of radio as a career? Consider the thrilling opportunities before you—radio, television, and sound broadcast operation, and many others, just as wide. You can learn any branch of practical radio at RCA Institutes—theory of radio, radio literature, radio equipment, maintenance and operation, and radio business.

RCA Institutes are the largest network of radio schools in the world. Study at any one of the full- or part-time schools attended by men and women throughout the United States and Canada. Full or part-time courses in radio literature, radio engineers, broadcast operation, maintenance, business, and sales are given. The Training School at Camden, N. J., is one of the world’s largest. Attending RCA Institutes is your surest step toward radio success.

RCA INSTITUTES, INC.

249 W. 73rd St., New York

The future of radio is yours to make.
Page Twelve

PROGRAM FOR SUNDAY, APRIL 3rd

[Program text including radio stations, programs, and times]

SPECIALS FOR TODAY

12:00 P.M. - WNEC-Int. Broadcast from Rome—Address by His Holiness Pope Pius XI
3:30 P.M. - WOR-Columbus Anniversary Program
5:30 P.M. - WABC-CBS Field Days of the Air—Past and Present Stars
8:30 P.M. - WABC-CBS-The Greyhound Trainer
9:30 P.M. - WABC-CBS-Pennzoil Parade—Orchestra
11:30 P.M. - WABC-Flying with the Mail

Every effort is made to secure the accuracy of our programs at the time of going to press; however, we reserve the right of change at any time.

For Log of Local Stations See Page 8

6:00 P.M. TO 8:00 P.M.

6:00 P.M. - WINS-Douglas Double Overture

8:00 P.M. - WABC-Pennzoil Parade

9:00 P.M. - WABC-CBS-Pennzoil Parade—Orchestra

10:00 P.M. - WABC-Flying with the Mail

11:00 P.M. - WINS-Douglas Double Overture

12:00 A.M. - WINS-Douglas Double Overture

1:00 A.M. - WWIN-Grand Fugue, Allegro—Wolfgang Mozart

12:30 A.M. - WINS-Douglas Double Overture

1:30 A.M. - WWIN-Grand Fugue, Allegro—Wolfgang Mozart

2:00 A.M. - WWIN-Grand Fugue, Allegro—Wolfgang Mozart

3:00 A.M. - WWIN-Grand Fugue, Allegro—Wolfgang Mozart

4:00 A.M. - WWIN-Grand Fugue, Allegro—Wolfgang Mozart

5:00 A.M. - WWIN-Grand Fugue, Allegro—Wolfgang Mozart

6:00 A.M. - WWIN-Grand Fugue, Allegro—Wolfgang Mozart

I DON'T KNOW WHAT TO DO

8:30 A.M. - WABC-My 6:30 News—Lavina Rice

9:00 A.M. - WABC-My 6:30 News—Lavina Rice

9:30 A.M. - WABC-My 6:30 News—Lavina Rice

10:00 A.M. - WABC-My 6:30 News—Lavina Rice

11:00 A.M. - WABC-My 6:30 News—Lavina Rice

12:00 P.M. - WABC-My 6:30 News—Lavina Rice

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3:00 P.M. - WABC-My 6:30 News—Lavina Rice

4:00 P.M. - WABC-My 6:30 News—Lavina Rice

5:00 P.M. - WABC-My 6:30 News—Lavina Rice

6:00 P.M. - WABC-My 6:30 News—Lavina Rice
Mr. and Mrs. Rudy Vallee

"Crossing the Depression Away" will probably be the title of the song which Rudy Vallee will write if he takes the hint of President Hoover. When the "Vagabond Lover" and his wife met the Chief Executive at the White House recently, Mr. Hoover said that if he could write a song and sing it to get this country out of the depression he would give the crooner a medal. The above photo shows Mr. and Mrs. Rudy Vallee leaving the White House.

Millions For An Audience

(Continued from Page 1)

...which recently opened a new series of broadcasts with Belle Baker and Jack Benny's Orchestra, engaged a special train from Washington and New York, transported the full orchestra and Miss Baker, engineers, announcers and staff members (and a host of newspaper men) from New York to Washington and back to New York, merely to broadcast one-half-hour period from the train. The expense, it is understood, was shared by the sponsor and the chain.

Some sponsors depend on one or two broadcasts a week to hold their audience, as instanced by the General Motors "Parade of the States;" the "Voice of Firestone" program; the "Blackstone Plantation," and the Gooeyear Tire program. Others take time daily, as the "Music That Satisfies," "Camel Quartet Hour," "Myrt and Mel," "Bringing Up Junior" and "Bath Club" programs.

But the fact remains that, in whatever way they spend it, American radio advertisers are pouring out millions for the audience, spending money like water to secure listeners for their broadcast, listeners for their commercial announcements, potential purchasers for their products. And in the end, of course, the audience reaps the benefit. It must be admitted that it sometimes becomes annoyed, but if it were not for the sponsor, radio broadcast would be far behind where it finds itself today.

Much excitement is current over the broadcasting that accompanies commercial radio programs. The esthetic sensibilities of many listeners are offended by the materialistic appeals of advertisers. The Radio Commission, hearkening to those whose cultural feelings have been outraged by the combination of good music and blatant advertising, has gone so far as to warn the broadcasters that they must cease the high pressure talkers.

We in America are regarded pinion and sympathetically by foreigners whose broadcasting stations don't accept advertising. One would believe that we are unfortunate indeed.

Are our radio receivers becoming the billboards of the living room? Are we unfortunate? Have we no refinements in radio? Let us consider:

In France, the broadcasting equipment is so inferior that a radio program is about as artistic, phonetically, as an old phonograph. As in England, one or two stations serve the public which takes whatever is broadcast and likes it. In Germany, where there really is something to listen to; where equipment is modern, programs are going commercial, and yet the listener, to hear something worthwhile, must first pay a tax.

Radio audiences in America are far from unfortunate. The cream of the entertainment world is skimmer, for the microphone. Theaters, movies and resorts are robbed of their best assets by花朵-day listening. And it is the sponsor who pays the bill. Yet, he has no defenders save his bankroll. To be he who is keeping the industry alive. It is he who puts lifeblood into its veins.

What if, after paying all the bills, he insists on results? How long would a newspaper manage without its advertisers? Millions of persons subscribe to newspapers without being offended by the advertiser's phrasings. And the subscriber: must pay for his newspaper in the bargain. Has the listener any right to prescribe what a radio advertiser shall say, as long as he doesn't misrepresent his product? Certainly not.

It is to be admitted, of course, that there are some radio advertisers who play a bit too far with their billboards. However, they are quick to note that it is the artistic and good will method of billboard advertising that gets results. We fail, too often, to realize that radio advertising is largely experiment at the moment and that those who pay for billboards, while bringing to us the best obtainable talent, are striving to find out how to get the best results. If they fail to get results at all, it is the listener who loses, for with the failure of billboards goes the cancella-

M. and Mrs. Rudy Vallee

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SPECIALS FOR TODAY

2:15 P.M. — WOR—Government Hotel—Hotel Astor

7:15 P.M. — WABC—CBS—Massive House Tune Blenders

7:30 P.M. — WOR—Frank and Flo—Kew Gardens Program

8:30 P.M. — WJZ—NBC—Death Valley Days—Dramatic Sketch

9:30 P.M. — WABC—Bourjois—An Evening in Paris

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

10 A.M. TO 12 NOON

WABC—Musical Varieties

WABC—Dr. Elkins' Radio Column—Sober Thoughts on the World of Tomorrow

WEAF—Everyday Beauty—P. Beiersdorf & Co., Inc.

WMCA—McCann Pure Food Hour

WOR—In the Studio—Edith H. Barlow

WMCA—Musicians in the Making—W. A. Fiedler, Andre Kostelanetz, and the Metropolitan Opera

WEAF—Russell Crouse—Plot of the Week

WMCA—Morning Hour—Phil Noyes

WINS—Canadian Humming Bird—WPCII—Canadian Trappers' Orchestra and Orchestra, WINS—Wacky brands of Canada—Albert C. McFarland

WABC—A. A. White Gold Days

WABC—Bert Markell—Louise C. Towle—Artists in Review

WOR—Our Daily Food Talk—Col. Goodbody—H. C. Congdon—A. P. Proctor

WABC—Sunny Sanders—Sunny Sanders

WEAF—Earl Kent—Contrabass

WABC—Morning Basketball—Ben Rector

WMCA—Thomas P. Ponto—Pluto

WINS—Canadian Humming Bird—WPMCA—Canadian Trappers' Orchestra and Orchestra, WINS—Wacky brands of Canada—Albert C. McFarland

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THE STORY OF THE OPERA

"Aida"

By DEEMS TAYLOR

NRE Narrator, Metropolitan Opera

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

I SERPE, VERO'S Egyptian opera, "Aida," is the last two acts of which the Metropolitan Opera Company in New York will broadcast over a nationwide WABF-NBC network on Saturday, April 7, at 3:30 p.m., was written for the opening of the Grand Opera House in Paris, and had its premier there in 1871.

The story is laid in Memphis and Thebes in the time of the Pharaohs. Radames, Captain of the King of Egypt's Guard, loved by both the King's daughter, Amneris, and Aida, an Ethiopian slave. It is the slave girl whom he loves, however, and the opening scenes reveal the young captain's plans to claim her hand as a reward for his military achievements.

His dreams are shattered by news that the Egyptians, under Aida's father, King Amneris, are advancing against Egypt. Forgetting her native land in her love for Radames, Aida joins the Egyptians in the shout of "Return victorious!" as the Captain of the Guards sets out to repel the invaders. Meanwhile Amneris, suspecting that Aida is in love, but not yet sure of it, watches with jealous eyes.

While Radames is away in battle Amneris verities her suspicions by sending for Aida and falsely telling her that the Captain has been slain. The slave girl's grief reveals her love, and Amneris swears vengeance. At first she plans to have Aida out to death for daring to be her rival. Then, fornicating a more cruel revenge, she postpones the sentence so that Aida will be present when Amneris, at her father's side, crowns the victorious Radames. Triumphant the Captain returns and brings as prisoner Aida's father, King Amneris, disguised as a common soldier. At Radames' request the King of Egypt promises to commute the usual death penalty against the Egyptian warrior to one of slavery; then he dashes the Captain's happiness by revealing him with the hand of Amneris. As soon as night falls, Aida hurries to a secret trial with Radames, Planning escape and an Egyptian victory, Amneris has charged her to discover the Egyptian plan of man from her love. Patriotism triumphs. Artfully Aida lies to the question and, as Radames, lets slip the information, Amneris steps from his landing place. But another has also overheard, Amneris, returning from the temple where she had gone to pray for the love of Radames, has heard him betray his country and with jealousy, she denounces the group. Amneris and Aida escape in the darkness. But Radames killed with remorse, remains to yield himself to his judges.

In the last act we find Radames, having refused to ransom his life at the price of renouncing his love for Aida, condemned on Amneris' testimony. He is to be hurled alive beneath the temple of the gods he has betrayed. As the last stone slips into place, he turns to find Aida crouching in a corner of the tomb. She has hidden away to die with him. As the two lovers prepare to meet death together, Amneris appears, repentant and sobbing, above the sealed tomb.

WANTED SINGERS

For Radio Programs

FREE Radio Auditions

6th and 8th, 11th and 15th

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Special Rates for Fan Mail Photos

Editor's Mail Box

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

Mrs. L. Greenstein—The Street Singer (Arthur Tracy) is an American by birth, Pennsylvania being his home state.

F. E. Fong—The parts of Jake and Lena or the NBC-Space Theater program are played by Gene and Glenn are the only characters on that program.

Virginia Ritter—The "Merry Men" and the Friesic Singers are two entirely separate groups of singers.

Betty Lee—Write to Myrt and Marjorie in care of the Columbia Broadcasting System, Wrigley Building, Chicago, for photos.

John Merrick—Write to your favorite radio stations in care of the stations from which they broadcast, to ask for pictures.

R. Lyon—An electrical transcription is a record of a program then broadcast over the microphone, being played as in the case of a phonograph record, but on a specially built machine, with a special pick up device.

M. L. W.—Write to Alex Gray at the Columbia Broadcasting System, 438 Madison Avenue, New York City.

Harry Person—Lady Callaway is making a tour for Paramount at the present writing, will visit New York for, and, the first of April. You might write to Walter Wishing and ask for his photo. Ditto for Phil Cook. They're both at NBC.

Joseph Nieves—To secure pass for the different programs, you must write to them in care of the station from which they broadcast.

H. Porter—Tony Wons is married and has one daughter, Theodora. He was born in Menasha, Wisconsin, about forty years ago. He lives now in Jersey City.

Domino Gielo—Station WOR is located at 1440 Broadway.

S. J. L.—Emery Deutsch, the CBS artist, is one of the youngest conductors, being only twenty-four years old. He has been with Columbia ever since its inception. No, he is not married.

B. E. P.—Arabesque is heard over the NBC Network only. You may be able to hear it over WIP or WFAN, Philadelphia, at 9:00 P.M., on Mondays.

Frank C. Allen—Roy Ingraham is not heard over the Columbia Network at present.

Barbara Hadley—Write to Jack Miller, in care of the Columbia Broadcasting System, for photos.

Sora Sefe—The part of "Carey" was played by Ned Weaver in the Love Story program a few weeks ago.

F. A. Clark—The part of Gloria Gay in the Gloria Gay Silk program, quite an event, was played by Loretta Wall, who also did Foley Preston and Barbara Miss. Miss Wall is now heard on the NBC program known as Callahan on a split network—WFAM, Monday, Wednesday and Fridays at 7:00 P.M., and Thursday at 2:45 P.M., through WTI, Hartford. Occasionally she is heard on a Sherlock Holmes broadcast.

DO YOU HAVE DIFFICULTY IN LEARNING MUSIC?

MY NAME IS

SIGHT READING

S. E. T. A. L. K. E. R.

GERTRUDE BOWD STUDIO 349 43RD ST., BROOKLYN PHONE—SUNSET 3-9525

ROBERT EVANS

VOICE TEACHER


713 EAST BAY

Manager Places Graduates

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PHILCO

ALONG WITH THE PAPER

0.90 P.M.

MONDAYS!

W O R

WAAB—Boston

The Most Timely Program on the Air—

of Vital Interest to Everyone!

April 9th

18th Amendment Debate:

MRS. MARION BOOTH KELLY

Women's National Committee for Prohibition

MRS. D. LEIGH COVIN

Pres. Women's National Committee of New York

Martini & Rossi Harmony Blenders

Interesting Content

Established 26 Years

VENICE MUSIC AND RADIO SHOP, INC.

125 EAST 23RD ST., NEW YORK CITY

$14.50

NEW WORK-AND-LONG WAVE SET

FACILITIES—SHIPS AT SEA—

DIAL BOX 7-2159

3-1320

1-0000

GRACER 5-1885

THE LAST WEEK THERE IS ANYTHING WRONG WITH YOUR SEVENTH ANNIVERSARY
PROGRAM FOR WEDNESDAY, APRIL 6th

6:30 A.M. to 10 A.M.

4:30 WINS-Morning Highlights
4:40 WEA-Tess Fletcher-Soars—Arthur Bailey, Director. "Typical Morning in the Western World"... "Typical Morning in the Western World"

WNYC—Mr. and Mrs. Harry Block, Guest Host. "Typical Morning in the Western World"... "Typical Morning in the Western World"

WNYC—Mr. and Mrs. Harry Block, Guest Host. "Typical Morning in the Western World"... "Typical Morning in the Western World"

10 A.M. to 12 Noon

9:00 WMCA—Virginia Corcoran Thomas—The Morning Column—Stations of the Ball.

9:15 WMCA—Borah Bay—Talk With McCann Pure Fowl Hour.

9:20 WMCA—J. H. McCann—Mallard. "Typical Morning in the Western World"... "Typical Morning in the Western World"

9:25 WMCA—J. H. McCann—Mallard. "Typical Morning in the Western World"... "Typical Morning in the Western World"

9:30 WMCA—George J. McKernan—Mallard. "Typical Morning in the Western World"... "Typical Morning in the Western World"

9:35 WMCA—George J. McKernan—Mallard. "Typical Morning in the Western World"... "Typical Morning in the Western World"

9:40 WMCA—Dr. LeRoy F. Anderson—Talk With McCann Pure Fowl Hour.

9:45 WMCA—Dr. LeRoy F. Anderson—Talk With McCann Pure Fowl Hour.

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