A New Era In Amusement

HOME ENTERTAINMENT FORGES AHEAD WITH NEW TELEVISION RECEIVER

The dawn of a new era in home entertainment is presaged by the development of an unusual television and broadcast receiver. Capable of projecting televised images upon a wall or a screen, the new device offers infinite possibilities for the future.

William Hoyt Peck, for fifteen years a prominent figure in the motion picture industry and inventor of a method of producing natural-color movies, has turned his knowledge of optics to the newer field of television. He has just completed a brand-new type of lens, especially adapted to television, which affords a picture ten by fourteen inches in size on a screen set flush with the front of the cabinet that houses the television and broadcast tuners, and which throws a picture six feet tall, or even larger, on the wall of the room or on a portable screen.

Perhaps motion picture executives will profit by the experience theatrical producers have had and will make use of television, instead of merely competing with it. When the first definite forerunners of movie-sized television were seen, nearly two years ago, Major Edward Bowes, "Daddy" of the Capitol Family and an executive of Metro-Goldwyn-Mayer pictures, saw a means whereby the motion picture industry could make use of television.

In a newspaper interview published at that time, Major Bowes stated that when television had been perfected to such an extent that large, bright pictures could be projected, the entire distribution system employed by the film industry might be changed, and instead of making numerous prints of each film to be shipped to the various theaters, a single print might be

(Turn to Page 13.)
THE RADIO ROVER
By Ed J. Fisher

The brow of this wrinkled white page of a theatrical program faced us with the information that classical comedy works. In truth, we were justifiably startled by the first line of a radio broadcast on Wednesday, April 15, at 9:30 P.M., in songs from current Broadway successes.

Born on the little island of Corsica, Miss Bordoni won her first stage engagement in Paris and made a success abroad in vaudeville. At the close of the World War Miss Bordoni came to America and established herself on Broadway in musical comedy and vaudeville. She spent last summer in France and upon her return appeared in Maurice Brown's "The Improper Duchess." Miss Bordoni has been heard frequently over NBC networks.

Jean King

A study in Black and White. Jean King, who plays the feminine role in the new WOR show, "Jack and Jean," is another product of the stage. She has appeared in the stage production of "Deep River," "Hit the Deck," and many other musical comedies. Although she has helped in the arrangement of many radio programs, this will be the first time that she has been on the air. This broadcast is heard on Monday, Wednesday and Fridays at 6:45 P.M.

Irene Bordoni Will Sing With Reisman's Orchestra
Irene Bordoni, stage and screen star, will be heard with Leo Reisman's Orchestra on Friday, April 15, at 9:30 P.M., in songs from current Broadway successes.

First Plenary Session Of American Red Cross
Meeting of the first plenary session of the American Red Cross will be broadcast over the WEAF-NBC network on Monday, April 11, at 10:30 a.m. Judge John Barton Payne, chairman of the Central Committee of the American Red Cross, will preside, and the invocation will be given by the Reverend Albert Joseph McCarthy, pastor of the Covenant First Presbyterian Church of Washington, D.C.

Japan Turns to Radio For Propaganda Medium
Under the direction of Dr. R. Akagi, professor of Japanese history at Columbia University, the Japanese Chamber of Commerce in New York will inaugurate a series of programs over Station WOR on Friday evening, April 8, at 7:45, under the title of "Japan Today."

For many weeks the air has been crowded with the statements and explanations of various authorities and propagandists on the Sino-Japanese conflict, but this is the first time either of the contending parties have scheduled a definite radio campaign in an effort to offset unfavorable publicity occasioned by the unequal war in China and Manchuria.

The Radio Rover

Cecil Secret

Nora Sterling

Alois Harrilla

Nora Sterling and Cecil are the characters in the radio program "Cecil Secret." Nora Sterling is the announcer on this program, which is heard each Tuesday at 8:30 P.M., over the WEAF-NBC network.

Radio Guide

Radio Guide is published by Broadcasting, Inc., 101 West 40th Street, New York 18, N.Y. Each issue prices 40 cents, except the annual subscription, which is $4.00. Copyright 1932 by Broadcasting, Inc. Entered as second-class matter June 23, 1931, at the Post Office at New York, N.Y., under the Act of March 3, 1879.
Eddie Cantor, whom you may recognize, has wined several friends in New York that he misses the radio audience.

Probably as much as the audience misses the Cantor gags. In Eddie’s place, your commentator would be more likely to miss the dough, the only difference being that I’m honest about it.

Executives of the NBC are wondering whether it would be a good idea to abolish fifteen-minute programs. Of course, those brief broadcasts already under contract will go along as usual, and at the moment, with times so tough, fifteen-minute commercials will continue to be accepted on short-term agreements. But with the budget for sustaining bills cut to the bone, the network finds it much cheaper to employ one entertain-

ment unit for half an hour than for two fifteen minutes, so that the first move in banishing the fifteen-minute offering will be in the sustaining department.

You’ll note that in forthcoming non-commercial, the new policy will be apparent.

The same pruning of budgets decided the fate of Jesse Crawford, who wasn’t finicky about commercials anyhow. The NBC was paying Jesse $50 a week for his organ broadcasts. This wasn’t get-

ting the broadcasting company anywhere, so Jesse discovered that he was on the way out, because he hadn’t been sold to a sponsor.

No mistake has happened in Jesse’s behalf. Probably the NBC remembered that Jesse had a following, so instead of arranging to let him fade out during his immediate vacate offer, they cut him up to Jesse whether he would accept a pro-rata income for sustaining events when Kate Smith was free in between other attractions. Jesse is still undecided, but the fact that he wants to keep his name alive will, in the next few days, probably prompt him to accept the new terms.

A new incentive now exists for the pursuit of short-wave receivers. It isn’t generally known, but NBC is transmitting regular programs overseas for Germany, Austria, Switzerland, and England, in an effort to build up a system of reciprocity. Most of these are going out from Abingdon, by way of the short-wave at Schenectady, and after reaching foreign studios the features are relayed on long waves to the audiences for whom they are intended.

But owners of short-wave receivers can corral these programs and find quite a few novelties in them.

That’s an interesting thing Columbia is plotting for Saturday, April 9. With New York University scientists assailing, WABC’s network will prove to any doubting listeners that if they could pick up with their ears the same minute sounds that register on a sensitive microphone, the noise would drive everybody nuts.

For instance, if your ears could actually register, as does the mike, the burro-cure of a soap bubble, you’d pass out from the shock. And more terrifying than you’d like to believe is the detonation of a glass of beer.

So next Saturday we’re all to hear just what happens when a soap bubble blows up, or when a Turkish towel becomes musical from rubbing, or when the hops begin hopping in a schooner of Pilsner. Beer can “ploof” just as vigorously as ginger ale, and if you only knew it, when a man flicks a gnat of shaving lather from his razor it sounds, microphonically, like a machine-gun flits on the Chinese front.

A song has proved again that the ladies and gents of the amusement world are just a bunch of sentimentalists. Imagine Abe Lyman, the hard-boiled maestro, who used to get mad at me regularly every week, shedding salty tears on hearing a tune. Imagine Kate Smith bursting into tears when she wit-

tnessed the Lyman spectacular.

You see, Abe Lyman, who’s really a swell guy with a hot temper, and Kate had been on the outs ever since they shared a bill at the Palace. Abe was new to the East then and sort of felt he was an outsider. Kate, being near,

sighted, failed to recognize him one day. Abe thought he was high-hatting him, and then—it was just one of those things. The two fell out, and each thought the other was just a meany. The frigidity continued over long, long months. Kate Smith several nights ago included “Mary Lou,” an Abe Lyman song in her program, and gave Abe a swell send-

off in her announcement.

Abe, still in the Columbia reception room, heard it, crashed into the La Palma studio, and when Kate had concluded her air show they both broke down and made up. And then Abe threw a big love feast, and everybody is happy just as long as Abe is in the mood. For his part, Abe promptly used the night to propose to his grandmother.

That trouble between Ed Wolle, his first manager, and Arthur (Street Singer) Tracy is growing more and more boudoir. Wolle now seems to have the right idea to deny Tracy his trade name. Tracy prob-

ably will soon cease to be known as “Street Singer” and will adopt some other to ad

troubadourish moniker. The Columbia Broadcasting Company, at first inclined to side with Wolle, has now assumed a neutral attitude following rumors that the Wolle tactics against Tracy have been more drastic than the situation was.

JANET READE

A study in White and Black. Janet Read, “torch” singer of the stage and screen, will be heard as guest artist on the Nestle’s program, Friday, April 10th, at 8:00 P.M., over the WJZ-NBC network. Miss Read will sing three of her characteristic numbers.

An adept comedienne as well as singer, Janet has been with Eddie Cantor in “Woo-

per,” with W. C. Fields in “Ballyhoo!” and with Maurice Chevalier in “The Smiling Lieutenant.”

Swiss Ambassador On International Series

The first of a series of international broadcasts from America to Switzerland, designed for the entertainment of Swiss radio listeners, will be sent overseas by the National Broadcasting Company, Sunday, April 10, at 1:45 P. M. The series was arranged by NBC in co-opera-

tion with the Swiss Broadcasting Com-

pany, which will re-broadcast the Ameri-

can programs in Switzerland and in turn will short-wave Swiss programs for American radio listeners.

Marc Peter, Swiss ambassador to the United States, will be the principal speaker. He will deliver a message of greeting to the German and French speaking residents of Switzerland. Kurt Sell, Berlin news correspondent, will open the program by introducing Pierre De Salis, attache of the Swiss legation in Wash-

ington. Sell will speak in German and De Salis in French.

Cardinal’s Radio Address New Broadcast Milestone

For the first time in history a radio broadcast will originate from St. Patrick’s Cathedral in New York, when at 8 o’clock Monday evening, April 14th, His Eminence, Patrick Cardinal Hayes will formally open the 1932 Catholic charities drive over station WLWL. The Paulist Fathers’ station will be the only transmis-

sioner to carry the program.

Cardinal Hayes has been heard over the radio on many occasions, and upon the inauguration of WLWL personally dedicated the station and made an ad-

dress outlining the services to be re-

ceived through it.

Popular Vaudeville Star Begins Radio Engagement

Van Vas, vaudeville star and for twenty-one years a member of the team of Van and Scheck, has been signed by Van Heusen for a series of broadcasts over the WABC-CBS network every Friday evening at 8:45 M., beginning April 8. Van will be heard with Nat Brianoff’s orchestra.

Possessor of one of the largest reperto-
oires of popular and funny songs, Van will offer on his inaugural program two of his favorites—“Sing a New Song” and “Mussolets.” During a busy week on the radio last fall, in which he doubled in programs on two stations each night, he sang fifty-six numbers without repeating one.

Former Foreign Minister To Speak on German Vote

Implications of the German presidential election run-off on Sunday, April 10, will be the subject of an address through the WABC-CBS network at 7:15 P.M. the same night, by Baron Richard van Kuellmann, former foreign minister of Germany, who is now on a visit to the United States.

Baron van Kuellmann is a veteran diplo-

mat, who, during his tenure of the post of foreign minister in 1917 and 1918, came into close personal contact with the head of the party, and the parties to negotiations between the Ger-

man Imperial government and the Allies. He is one of the outstanding authorities on the subject of war-time diplomacy, and has kept in intimate touch with the cur-

rent of affairs in republican Germany.
THOUGHTS OF THE DAY: (Continued)

By GEORGE O. LOTTMANN

WE'VE all had our embarrassing moments, but the funniest of all happened to Harriet Lee. Last Summer she went to Spain on a vacation, and, in Barcelona, wanted a glass of milk in a restaurant. Not being able to speak Spanish, she hastily sketched a picture of a cow. Whereupon the waiter went out and brought her a ticket to a bull-fight. Which probably serves the new Edgeworth star right for ordering milk in Spain.

The height of politeness, Russ Colombo insists, is exemplified in a sign he saw in California last year. It read:

"Kindly be good enough to keep your hands off this wire. It carries 40,000 volts. Thank you, so much!"

"Congratulations, I just got the nomination," a politician told Frank Park, NBC news, the other day.

"Honestly?" Frank queried.

"Why bring that up?" was the surprising reply.

"You're under arrest, you're doing forty-five," a traffic cop told Leon Belasco the other day.

"Give me a ticket, the boys will never believe it," was the unexpected reply.

A friend of George Olsen's stopped in to see him the other day.

"Working?" asked George.

"Yes, Ambassador."

"Oh, diplomatic corps?"

"No, bellhop."

Buddy Rogers, new Pennsylvania man, read the other day that the employees of a certain soap factory have been forbidden to smoke.

"The smoke monitors," says Buddy, "will probably retaliate by ordering their employees not to wash."

A really happy man, B. A. Rolfe would have you believe, is one who feels as important at home as he does at lodge meetings, in full regalia.

Belle Baker, Eveready songstress, has an interesting philosophy. "It's the little things in life that bother us," says Belle. "For example, you can sit on a mountain, but not on a tack."

Leo Reisman, NBC maestro, met a man the other night who's done less travel of the world than he. He had born to at least half the places on his suit-case labels, Leo explained.

George DeLee offers the best fairy tale of the week. It follows:

"There was once," says George, "a movie actress who never endorsed any shampoo, toilet water, face cream, soap, candy bars or baking powder."

And then he explains the reason for this phenomenon. "She was a trained seal," he says.

Sheer Modesty

Colonel Lemuel Q. Stoepnagle announces that he would be obliged to re-tire the presidential nomination were it tendered him. As a slogan he offers his admirers: "Keep Stoepnagle Out of the White House."

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.

- An anti-union and garlic-breathers' association should be organized by those who are compelled to ride in street cars to and from their work. One garlic-eater can spell the day for twenty passengers. This organization should propose to the lawmakers that it is entirely just that the law be passed to prohibit garlic and onion-breathers to ride in the same street cars with people who love to breathe fresh air. They should propose that any man or woman who eats sausage filled with garlic and then enters a street car or a theater and bomards you through the open mouth should be sentenced to eat a pound of onions and a pound of garlic every day of his or her natural life.

- There are laws passed for about every other kind of nuisance. Laws against noise, laws against loitering, laws against spitting, laws against murder, even laws against suicide, and still we permit garlic and onion-breathers to go unpunished. There is a chance for some ingenious fellow to make a fortune if he can invent a smell-less onion and scentless garlic.

- In the old days—and in some barbarous countries, the custom still holds—that men who got into an argument would fight it out with pistols or swords. They would drill each other or hack each other and the one who got drilled fatally was wrong and the one who did the drilling was right. But civilized countries have done away with such brutal measures. You can't prove anything that way, and it's such a messy business. If you have an enemy and you want to get him out of your way, use this formula, which a bishop recommended: "Slight him, and forgive him. Has any one wronged you? Be bravely revenged: Slight it, and the work is begun; forgive it and it is finished."

- Ordinarily we all go along separated from each other as if we were not members of the same race. If you don't belong to a local church and people ask you if you're an outsider; you're an outsider; if you are white and I am black, I'm an outsider.

- If I vote for a Socialist and you vote for a Democrat, we're outsiders; we make laws against this and that and the strong break them while the weak must live on them; the man with money looks down on the beggar; the society stick holds in contempt the one who is responsible for his hard and eggs; those who do not work have no love for him who sweats for a living.

Then along comes a war, and over night everybody says: "We are all brothers—equal. I am as good as you and you are as good as your neighbor."

The Presbyterian fights alongside of the Catholic; the few beside the Holy Roller.

The atheist stands shoulder to shoulder with the Baptist. The white and black, the sinner and saint—all are brothers. We will kill together, but we don't want to live in peace together.

It was the poor Moore who wrote these lines as a plea for tolerance:

"Shall I ask the brave soldier who fights by my side
In the cause of mankind, if our creed is true?

Shall I give up the friends I have valued and tried,
If he kneel not before the same altar with me;

To seek somewhere else a more congenial clime?

No, perish the hearts and the laws that try
Truth, valor, and love, by a standard like this!"

- How valuable space is becoming in our big cities. To conserve space, builders no longer build a house, or a bungalow, or a cottage, but a boussing-louette, cotette. Lunchonettes are taking the place of restaurants.

Some time ago in advertisement appeared in a newspaper: "Handsmove Bousewilette, with panette, kichenette, batette, pan- lorette and roomette clotty." Some one answered the ad and asked, "How much is the rentetel?"

Unfortunately, while we receive an "ettel" we are asked to pay "rente," not "rentetel."

- Just a Gag

When Nat Shillert heard that the Bow well Sisters were to be heard twice weekly on the "Music That Satisfies" program he said: "Alt's well that's Boswell."

Rev. Charles Coughlin

- Preparing one of his sermons to be delivered over the air, the Rev. Charles Coughlin, pastor of the Shrine of the Little Flower in Detroit, is shown busy at his desk. Noted for his fiery radio sermons on topics of national and world importance, he is heard each Sunday over WOR and an independent network of stations at 4:00 P. M., from WJR, Detroit.
OUT OF THE ETHER

With BURNS and ALLEN

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

GRACIE.- Guy, can you play that French coon song?
GUY.- What French coon song?
GRACIE.- Marseilles in the cold, cold ground.

GUY.- My brother Robert once played a trumpet in a window for seventy-two hours.

GEORGE.- That's nothing. My brother played a bugle in the army for four years.
GUY.- That's nothing. My brother Carmen played "Stars and Stripes Forever."
GRACIE.- Now wait a minute; my brother held a note for twenty years.

GUY and GEORGE.- Twenty years?
GRACIE.- The bank wouldn't make it good.

GEORGE.- What have you got there?
GRACIE.- Is this envelope I have a poem and in this little box I have a boat. Shall I read the boat?
GEORGE.- No, sing the poem.
GRACIE.- Who can sing a poem?
GEORGE.- Well, never mind, recite the boat.
GRACIE.- Yeah, and I'll get it over with.

The larks in the meadow: goo moo moo moo moo.
The cows in the tree-tops tweet, tweet, The whiffletrees blossom, the faringdales blow.
And the hens laying eggs softly beat.
It's Spring, Spring, Spring, Spring, Spring, Spring, Spring.
And life springs anew, it is said.
But all I can feel are the springs on my bed.
Since I sprang a cold in my head.

GRACE.- These boats? I carve them out of wood. That's what I do all day long—just make little boats out of wood.

GEORGE.- Why don't you make a wood carving of me?
GRACE.- I've never tried to carve human beings.

GEORGE.- Well, that's silly. If you can carve boats, there's no rhyme or reason why you can't carve human beings. Go ahead and make a carving of me.
GRACE.- Well, if you insist, all right.
But I'm telling you right now that when it's finished it's going to look just like a boat.

GEORGE.- Anybody else in your family talented that way?
GRACE.- Yes, my father's a chiseler.

GRACE.- Let's talk about poetry. I write poetry. Would you like to hear them?

GEORGE.- If it's good I'd like to hear them.
GRACE.- I composed it myself.
GEORGE.- That's what I was afraid of.

GRACE.- Listen to this:

Thirty days has September,
April, June and November,
All the rest has thirty-one,
Except February which has
Thirty-Hundred Sixty-five.

I wrote that all by myself.

GEORGE.- It's very nice of you not to try to drag anybody else into it!
GRACE.- I made up my mind not to sell that verse... and then again a thousand wouldn't buy it.

GEORGE.- Yes, and I am one of the thousand.

GRACE.- I make up a poem like that in five minutes and think nothing of it.

GEORGE.- I don't think much of it myself.

GRACE.- I have only had one criticism... the editor told me that I didn't put enough fire into my poems.

GEORGE.- He was wrong... what he meant to say was that you didn't put enough poems into the fire.

Away with the flimsy idea
That life with a past is attended,
For me there is only today,
There's never a past—it is ended.

Away with the obsolete story,
And all of yesterday's narrow.
For now there is only today
And in front of today stands tomorrow."

THE STORY OF THE OPERA

"Romeo and Juliet"

By DEEMS TAYLOR

NBC Narrator, Metropolitan Opera

THE CAST

Grace Moore (soprano) .............. Juliet
Beniamino Gigli (tenor) .............. Romeo
Gladys Swarthout (contralto) .......... Stephano
Robert Alda (tenor) .............. Friar
Giuseppe De Luca (baritone) .......... Mephisto
Mother Walsingham (soprano) ............. Julia
Giuseppe Bordini (tenor) .............. Mercutio
Lois Moore (mezzo-soprano) .......... Gertrude
Caroli De Luca (bass) .............. Friar
Margaret Moore (soprano) .......... Juliet's Nurse
Lotta Hös (soprano) .............. Marseilles
M. H. Kane (bass) .............. Friar Laurence
James Weir (baritone) .............. Romeo's Servant

Kathleen Stewart is the wireless news outlet in her role as the wireless news outlet.

This column is written each week for the purpose of giving the listener to the opera broadcasts a brief libretto 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.

"ROMEO AND JULIET," the opera which Charles Gounod made from Shakespeare's play, will reach the radio audience in part from the Metropolitan Opera House in New York over a nationwide WEAF-NBC chain on Saturday, April 9, at 9:45 p.m., with Grace Moore and Beniamino Gigli in the lead roles.

THE EAST

The opera, the second and third acts of which will be broadcast, follows Shakespeare's play in plot and action fairly accurately. The first act opens with the masked ball at which the Veronese noble, Capulet, is presenting his daughter, Juliet, to society. Romeo, a member of the rival house of Montague, attends the ball in disguise and falls in love with Juliet. Tybalt, a nephew of Capulet, recognizes the intruder and swears revenge. When Romeo leaves the house Juliet's love goes with him.

Rising the displeasure of his enemies, Romeo comes to Juliet's window. In the famous balcony scene they pledge their love.

Sometime later, in the cell of Friar Laurence, they are secretly married. By uniting the two lovers the Friar hopes to reconcile the rival houses. The ceremony over, Juliet returns to her own home.

Seeking his master, Romeo's impatient servant, Stephano, sings an imperious song before the Capulet house. This gives rise to a quarrel in which Tybalt slays Romeo's friend, Mercutio, and is himself killed by Romeo, who arrives on the scene in time to see his friend fall. Romeo, in consequence of an act against during, is banished from Verona.

As night falls he returns to the room of his bride, but when morning dawns he is obliged to leave. Meanwhile, Friar Laurence arrives to tell the girl that her father has determined to set her that she fulfills Tybalt's dying wish that she marry Count Paris. In order to save her from the second marriage, the Friar gives her a draught which will cause her to fall into a death-like trance. After she is laid in the tomb he will send Romeo to fetch her and they can fly together.

In the last act Juliet lies in the Capulet tomb as Romeo loves the door. Having failed to receive Friar Laurence's message, however, he believes her actually dead. He embraces her, then drinks a deadly poison. Too late, he sees signs of life in Juliet's body. The girl regains consciousness only in time to bid him farewell. Then, stabbing herself with a dagger, she joins him in death.
PROGRAM FOR FRIDAY, APRIL 8th

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

6:30 WINS-Morning Highlights
6:30 WRAP-Tower Health Exercises—Art
6:40 WINS—Gym Classes—John Gambling, Di
6:45 WINS-Musical Clock
7:00 WMCN-Phantom Organist
7:30 WOR-Organ, Revival—Popular Music
8:00 WMCN-Phantom Organist
8:30 WINS—Gene and Glenn—Quaker Early Bird
9:00 WINS—Jolly Bill and Jane—Cream of Diana
9:30 WMCN—Ernest Strumillo — Piano
10:00 WKEP—Singing Time—Dr. John John
10:30 WINS—Dr. Bernhard—Theodor Piar
11:00 WINS—Did You Ever See a Lullaby For
11:30 WMCN-Summer

10:00 AM to 12 Noon

10:00 WMCN-Harry Gish's Gym Class
10:15 WKEP—Sneaky Operator
10:30 WMCN—Harry L. Webber—Western Jingles
10:45 WMCN—Mr. and Mrs. Deke
11:00 WMCN—Missie Wallie Callahan
11:15 WKEP—Pig Club
11:30 WMCN—Quaker
11:45 WKEP—Curtis Richards—Science Hour
12:00 WMCN—Singing Girls
12:15 WKEP—Missie Wallie Callahan
12:30 WMCN—Flowers Flying
12:45 WKEP—Lady Bug
1:00 WMCN—Byrds and Singers—Frank Scharff, Scarletta, Mildred Johnson, Carlotta, and Cross Church
1:15 WKEP—Jean Neeper—Singer
1:30 WMCN—Modern Living
1:45 WKEP—Bag the Morning
2:00 WMCN—Harmonized Time
2:15 WKEP—Thinking of You
2:30 WMCN—Dee Jones
2:45 WKEP—Nothing But the Truth
3:00 WMCN—Religious Singers—Dorothy Smith, W. C. Fields
3:15 WKEP—The Right Wind—W. Curtis Nichols
3:30 WMCN—The Siren
3:45 WKEP—Missie Wallie Callahan
4:00 WMCN—Philosophers and Figures—Mr. Evelyn Toh N. Newman & Son Program
4:15 WKEP—Golden Days
4:30 WMCN—WJZ-Daily Food Talk—Col. Good
4:45 WKEP—Georges and Dede—S. P. W. Club
5:00 WMCN—WMCN—With Andy Mac
5:15 WKEP—The Siren
5:30 WMCN—The Wilseaver
5:45 WMCN—WMCN—Alfred P. Briney

SPECIALS FOR TODAY

7:15 P.M.—WJZ—Navy Program
8:30 P.M.—WJZ—Ivy Program—B. A. Rolfe and His Or
9:45 P.M.—WABC—Van Heusen Program
10:00 P.M.—WABC—Sampaier Orchestra—S. F. Whitan

WABC—Antarctars—Tanglewood
WABC—George Gershwin—Moonlight Sonata
WABC—Bing Crosby—Dance
WABC—Alfred A. Edmiston—Estell Bennett
WABC—Decca—Tonight's Guest: Jimmy Durante
WABC—Arturo Toscanini—Concert
WABC—Persimmon—Tonight's Guest: Benny Goodman
WABC—Henry Kuttner—Tonight's Guest: Nat King Cole

WAR—Waltz-Asteria—Bert Rom
WABC—Shirley Temple—Grace Kelly
WABC—Gene Krupa—Tonight's Guest: Benny Goodman
WABC—E. W. Smith—Tonight's Guest: Benny Goodman
WABC—A. F. Taylor—Tonight's Guest: Benny Goodman
WABC—Dr. Wilt—Tonight's Guest: Benny Goodman
WABC—Wally Brown—Tonight's Guest: Benny Goodman

WAR—Waltz-Asteria—Bert Rom
WABC—Shirley Temple—Grace Kelly
WABC—Gene Krupa—Tonight's Guest: Benny Goodman
WABC—E. W. Smith—Tonight's Guest: Benny Goodman
WABC—A. F. Taylor—Tonight's Guest: Benny Goodman
WABC—Dr. Wilt—Tonight's Guest: Benny Goodman
WABC—Wally Brown—Tonight's Guest: Benny Goodman

WAR—Waltz-Asteria—Bert Rom
WABC—Shirley Temple—Grace Kelly
WABC—Gene Krupa—Tonight's Guest: Benny Goodman
WABC—E. W. Smith—Tonight's Guest: Benny Goodman
WABC—A. F. Taylor—Tonight's Guest: Benny Goodman
WABC—Dr. Wilt—Tonight's Guest: Benny Goodman
WABC—Wally Brown—Tonight's Guest: Benny Goodman
DANCE MUSIC AND LOVE

"Dance music seriously, as caught by the alert or might not have been in the..."
RADIO RECEIVERS GIVEN TO WORTHY INSTITUTIONS

HAVE you voted yet? Remember, your vote may be the one responsible for some welfare institution receiving a brand new 1933 Model 51 Philco console radio receiver. There are hundreds of institutions throughout your community where a radio would literally be a blessing to those unfortunate who are unable to leave their beds or rooms. It may be an orphan asylum, home for the aged, or any other type of welfare institution. If you know that they need a radio, tear out the coupon printed on this page. It counts as 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. Immediately below, write your own name and address. Then tear the coupon out of the page and mail it to the Contest Editor, Radio Guide, 475 Fifth Avenue, New York City.

Two more of these beautiful new sets will be given to the institutions receiving the most votes this week. They are given away absolutely free by Radio Guide and the Atlas Radio Corporation, 66 Cortlandt Street.

For this week's vote, all letters must be in the mail and postmarked not later than midnight, April 19th.

The winning institutions of last week's vote will be announced in the next issue of Radio Guide. Due to the large number of votes received it has been impossible to properly check them as yet. This necessitates the extra time for the count.

An Important Premiere

The first performance in America of Arnold Schoenberg's "Gurreleiter" will be broadcast through the WABC-CBS network on Friday, April 8, from the Metropolitan Opera House in Philadelphia, at 2:30 P. M. Leopold Stokowski will conduct the Philadelphia Orchestra, augmented to a total of 123 musicians; four choruses and six soloists in this important premiere. The work calls for three men's choruses and a mixed choir, for which the singers will be drawn from the Princeton Glee Club and the Mendelssohn Club and Portnightly Club of Philadelphia. The two leading solo parts will be taken by Paul Althouse, tenor, and Jeanette V. Wimbish, sopranos, as Waldemar and Tove, respectively.

THE IDEAL RADIO PROGRAM

THE question of an ideal radio program has occupied far more of the broadcaster's attention than some of the results would lead one to believe. From the commercial standpoint the ideal program would have that Sesame quality which would lead the advertisers into the Utopian existence of pleasing all of the people all of the time. The contributing artist, however, views it from a personal angle.

It is not entirely unexpected that William Robison, whose "Deep River" orchestra is a sustaining feature over WOR, should have ideas on the subject which is as unusual as his programs.

"Were I," Mr. Robison said, "voted with the authority to prepare a program which would approach the ideal, I would schedule it for late evening, eleven o'clock or thereabouts. The entertainment would be geared to the adult mind at one of its most receptive periods. The program would not be over an half an hour, and would be a semi-somber type presented nightly.

"The half hour would feature an orchestra of strings, muted brasses, a reed section, an organ and a female quartet of pleasingly low voices in harmony as part of the orchestration. To be successful, the entire program should be directed toward a definite end. It would be conceived to create a mood of nocturne, a restful, soothing period, calculated to quiet the nerves of an audience which has lived at the high pressure and fast tempo of our modern life.

"It is obvious that the music for such a program must be selected with as much discrimination as the talent. Because I should strive for an original effect, I would have to achieve that through original compositions. The new work would be selected only from contemporary composers. The great classics which, in music might lend themselves to the program are becoming commonplace through constant repetition. The only way to create an original program would be to play music never heard before."

Mr. Robison feels that this ideal program could express new and original thought, upholding a philosophy of gentleness by presenting music which soothes the troubled mind. For this reason, he thought it would be necessary for him to write a portion of the music, and those compositions which were not his own would have to be orchestrated under his personal supervision to make them harmonious with his ideas.

"I should want," Mr. Robison continued, "at least five hours rehearsal for each half hour program and should include no music which was obviously written for commercial success; that is, written down to the masses with no hope of success than the selling of many copies. There are exceptions to that rule, of course. Many compositions of great merit have been successful financially despite that fact, but they are in the minority. It would also be necessary for me to have at least three arrangers to assist in the compilation of the program and to assist in putting words to the music."

"This expression of an ideal program is necessity a highly personal one. For that reason I believe that it would be impossible for me to approach it through a sponsored or commercial program. A sponsor who spends a great deal of money on an hour leads, and rightly too, that he should be the ultimate judge of what should go into it."

"Of course, some advertiser might say: 'Mr. Robison, I have complete faith in your artistic and creative ability to evolve a program which would be popular. I like your type of program and I feel that a great many other people would also. Here is a half hour of time, sufficient money to engage the talent you desire; now go ahead and make up a program. We are business men and not musicians,' we leave the entire program up to you, out, "even then," continued Mr. Robison, "I do not feel that sponsored program could ever express what I should like on my ideal program unless the commercial talk was confined to the last, or first, minute of the broadcast."

"To summarize my ideas briefly; my ideal program would be the "Deep River" orchestra, as it is now heard over WOR, with the addition of a quartet, arrangers, and announcers, a certain time later in the evening every night, music which has been re-heard for at least five hours to obtain complete freedom in the selection of the composition to be rendered."
SPECIALS FOR TODAY

3:00 P.M.: WABC-CBS—N. Y. Philharmonic Symphony Orchestra-Sir Thomas Beecham

4:00 P.M.: WEAF-NBC—Inodore Program—Jane Froman and Orchestra

4:30 P.M.: WJZ-NBC—Sheffert Lifetime Review

7:00 P.M.: Golden Blossoms—John G. Paton Co.

9:30 P.M.: WABC-CBS—Gladiateurs—Belle Baker and Jack Denny’s Orchestra

9:30 P.M.: WABC-CBS—Pennzoil Parade—Harry Sosnowski, Piano, at the Keyboard

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

For Log of Stations See Page 8
A New Era in Amusement
(Continued from Page 1)

televised from a central point, being picked up by receivers in the individual theaters.

Major Bowes pointed out that this could not be done by the larger houses which have stage shows, because of the variable time element which they must have, but believed that it might prove a boon to the small rural exhibitors, as it would decrease cost materially.

However, as television signals, to be transmitted clearly, must not be made to cover excessively great areas, and as the programs would have to start at different times to take care of the time zones, Major Bowes said that it would probably be necessary to make a dozen or more prints for simultaneous release, but that these dozen would enable the entire country to be given a show picture at the same instant.

Large screen television such as Mr. Peck has produced may also sound the death knell of the enormous profits received by promoters of boxing, baseball, etc., or, conversely, may increase them tremendously. With the direct pick-up television camera on which Mr. Peck is now working, it will be possible to broadcast baseball games, hockey matches, boxing bouts and the like. If the promoters permit the installation of television broadcasting, they are as likely to find a tremendous increase in public interest, resulting in even greater attendances, as to find that people prefer to stay at home and watch the images cavort about the giant screen.

Although television reception has been brought by Mr. Peck to a point where it is no longer "just around the corner," phone bearing the station's call letters, an electrical clock and sometimes statues or pictures. In the evening, however, the Columbia program picks up, and one may see dancers, acrobats and boxers in full length. The heads and shoulders of violinists, singers, speakers are also made visible to the looker-in, and not long ago they put on a fashion show in which they showed the new modes in hats, shoes, bags, scarves and the like.

The television end of WINS presents visual images of their ordinariness programs. However, this consists chiefly of speakers and soloists and when anything more elaborate, such as an orchestra, is presented, they merely hang a sign bearing the call letters in front of the pick-up.

CBS occasionally goes in for groups, presenting brief plays in which as many as three characters may appear on the screen at a time. With the Peck system of pick-up, these characters are all recognizable.

When 190-line pictures are presented, with not only important sports and news events, but also full radio studio programs such as "The Golden Gloves," "minstrels," the "Crane Club," "Sherlock Holmes," Gay Lombardo and his orchestra, then television will be universally recognized as a form of home entertainment second to none, and will be a worthy competitor to all amusement enterprises. Mr. Peck has made plans for the construction of such a transmitter, and is even now negotiating for elaborate broadcasts of the type just described.

Mr. Peck's system is unique in that it makes a picture of more than 90 per cent of the light produced by the neon crater tube, a much greater portion than has ever been utilized by other systems. Thus, his optical experience, which dates back well before the World War, when he was the only man in America who could produce the necessary optical systems for the sextants used by the submarines, Mr. Peck has been able to produce an optically perfect system at a cost which will show that of inferior scanning discs.

A little over two years ago David Sarnoff, president of RCA, made a speech in which he said, "In the field of sight transmission by radio, which is popularly called television, there is no longer any mystery, and I have no hesitancy in saying to you that in my judgment television will arrive eventually. I cannot say exactly when, but I am confident that in less than five years you will be able to receive images through space as well as you are able to receive sound through space at the present time."

Again Mr. Sarnoff's uncanny ability as a prognosticator has been proven. Television has arrived. Receivers capable of producing moving images that are comparable in their perfection to broadcast reception have been made. Soon Mr. Peck will make them available to users, and about that time programs will be improved to the point where they will have as much popular appeal as broadcast programs have today—with the added advantage of sight.

Note for the reader who is not technically informed—A close examination will show that photographs printed in this paper are made up of dots. There are 55 dots to the inch. In television, the entire picture is made up of 60 lines. An equal amount of detail is given in the width as in the depth, i.e., the detail in the width also corresponds to 55 or 60 lines, making it 3,300 "dots" per picture. If the number of lines is doubled, the number of "dots" is multiplied by 4, or if tripled, is multiplied by 9. 150-line television would give a picture composed of 32,400 "dots." Practically perfect detail can be obtained by scanning as finely as this—EDITOR.

The Gay Sisters
* Although they have been away from the microphone for some time on tour in vaudeville, the Gay Sisters are expected back within a few weeks to W2XAB, visual broadcasting station of the Columbia Broadcasting System. In television, pupil-like counts, and the Gay Sisters, erstwhile vaudeville songsters, have lots of that.
Sodero to Conduct Philadelphia Operas

The Philadelphia Grand Opera Company has engaged Cesare Sodero, the first internationally known operatic composer and conductor to enter the radio broadcasting field, to conduct all Italian operas to be presented, that company during the 1932-33 season. Mr. Sodero has been director of grand opera performances for NBC since organization of the company, November 1924. The Italian maestro made two guest appearances with the Philadelphia company this year. He conducted "Rigoletto" and "Pagliacci" with such notable success that Mrs. William C. Hammer, general manager, invited him to join the company for next season. After arrangements had been made permitting him to continue his radio work, Sodero accepted the post. At present he directs two NBC programs, "Thru the Opera Glass" and the "NBC Artists Service Music Program." Sodero made radio history on Monday evening, May 27, 1929, when he conducted the world premiere of his own grand opera, "Ombre Rosse" (Russian Shadows). In a nationwide broadcast from the Cathedral Studio of the National Broadcasting Company, "Ombre Rosse" was given its stage premiere one year later at the reopening of the celebrated Opera Theatre in Venice, designated as the Cathedral of Music of Italy.

Sodero was born in Naples in 1896. He was a music first at the Conservatorio di S. Pietro a Majella, the Italian school, and received degrees for proficiency on the violin and first in composition. The young musician made his debut as a conductor of opera in the age of fourteen. Two years later he composed a ballet that was presented for forty-two consecutive evenings in Alexandria, Egypt. He traveled in the United States, conducting the Henry W. Savage company producing "Love's Progress," and later he was associated with many popular Italian operas. In the past fourteen years was general music director of the Education Record Laboratories.

WMAQ Has a Birthday

The radio station which first sponsored Amos 'n' Andy—WMAQ of Chicago—celebrates its tenth anniversary of broadcasting Wednesday, April 13, and Amos 'n' Andy themselves will head the list of birthday stars. The program will originate in the studio of WMAQ, Chicago, and will be broadcast over the NBC network. Cesare Sodero, Amos 'n' Andy—Freeman F. Condon and Charles J. Correll—and recently he was assisted by Lee Sims and Sonny Bailey, piano, and Jane Frazee's violin; the Fireside Singers, and a large orchestra.

Program Announced For International Exchange

International exchange of programs between the Columbia Broadcasting System and the British Broadcasting Corporation will be undertaken during April and May in the continuation of the policy of both organizations to assist as fully as possible in the promotion of understanding between the two countries.

Since international broadcasting on a regular schedule was begun by CBS in connection with the London National C. O.N. it has been the policy of both countries to assist as fully as possible in the promotion of understanding between the two countries.

Rubber Plaist

Joe Perkins, NBC's "Old Topper," read an item in a newspaper that some genius was making rubber out of Westage sausage. "Well, well," remarked Ray, "I guess that's what the planers stretch for in every direction."
**PROGRAM FOR TUESDAY, APRIL 14th**

**11:00 A.M. to 12 Noon**

- **11:00 A.M.** — **12 Noon** — **WMAA** — **Stage One** — **Whirlpool Health** — **Ray Bon</noscript>
Baxter cut those wires in the control room or else—" or else" chimed in the other two, their strong, manly, broad-shouldered faces glowing in the candle-light.

In other words, these three lads were all aghast, none for all, lips that touch alabum shall never touch mine, e. pluribus unum. And what more could you and I expect of men coming from the stock of the Mayflower fathers who came over on the Pilgrim? I ask you. Secret services are absent, are behind you, back, in your home, everywhere. Plot after plot thickens and many is the time I wish it wasn’t my lot to expose them. However, it’s the power of the press, the government, and none shall be spared from its lash, except, of course, those who pay and those who pay pay pay. And the time it’s not a woman nor anyone of her ilk.

All, we must get on, because my dinner is nearly ready and I love my soup hot. No, that’s right. Improvise and I am dining out tonight. Oh, well, we must get on anyway, for some reason or another.

So now we are in the studio, ready for another program. San has been chosen as the announcer for the occasion. Dick is production man and Tom, the oldest of the three on account, or the oldest, is to do a "monologue," as the others so aptly call it.

"Tinies red-y?" cries Dick.

"Camera," added San, and at a given signal, all the batteries are turned on and WHEE goes up in the air, the little whirring rattle out their merriment and flags fly at half-mast on account of the mayor who died the day before.

"And gentleman of the studio," barked Sam. "We are indeed delighted, alright, alright, know you to the secret of him by authority of the Federal Copyright Commission. We operate on a frequency of several kilometers, your call and visit us on, and hope will tune in often.

"Of course, as it is, we are only on station between ten minutes per hour, but nevertheless, if you hang on a couple of weeks, we assure you we shall fill the old air waves with plenty of nitzy music and rhythm. Also not a little preachy hell, too, don’t forget.

All in all, it radio, including the poor old production man, Dick, had a whirl of a laugh over this salty.

But meanwhile the pleasure of introducing to you none other than that prominent authority on rubber preserve-bottle manufacturers, Mr. A. or Mr. B.

"Dan Baxter!" put in a voice, just at the psychological moment, and as all feared, to look from whence the voice came, there was a scurry and Dan Baxter himself, arch-fiend and dastardly enemy of the three brothers, showed his head as he flew out the door, lippy lip, scampy scamp.

There is a tense moment, both in the studio because of this odd turn of affairs and in the author’s mind because he has changed the tense several times.

And here let us say by-bye. "Bye-bye."

Among those who are more than slightly gifted is Allan Joslyn, who, besides being a very capable actor, is also a writer of some continuities. Several of his scripts have already been heard on the NBC air waves.

* * *

**THE GOOFY BOYS IN RADIO**

By Colonel Lemuel Q. Stogunagle

The Goofy Boys, winter, blinkers and nod, or was it Tom, Dick and Sam—started a radio station and found that in spite of all they could to avert it, their first effort was pleasing to the radio fans. They didn’t know they were on the air at the time. That constitutes the "thread" of the story, and you may continue from here if you are so incited—Author’s Note.

Well, radio station WHEE has been going now for practically a week. Of course all the time isn’t exactly filled, inasmuch as the station is only on the air fifteen minutes daily and sometimes less, but everything must have its start. Tom Goofy, the older brother, is suspicious that Dan Baxter has been fiddling around with some of the wires.

Dan, you know, is the needle in the haystack that broke the camel’s back, so to speak. Dan stops at nothing and sometimes less than that. In fact, he stood before a mirror one day and cut off half his own mustache before he discovered it was him. So now let us pass over to the home of Dan Baxter, inasmuch as last week he wasn’t there we called. Those Goofy boys have started a radio station," Dan is saying to a second party who is seated across the spacious living-room.

"So I understand," adds the second party, "and what’s more, Dan Baxter, I understand that you have been seen sneaking around the place trying to do some of your distant tricks."

"That spells ‘doom’ for you, Jack Crunch," put in Dan, "unless you are ready to retract the statement. And with that, he placed a potato chip on his left shoulder, walked with a steady step over to Jack, and made a grinnce.

Jack wanced and finally, under the spell of that trefid glare, burst out: "I take it back, Dan— I take it back. Perhaps I was a bit too happy. The only thing is, too, wished to clip wires here and there in that control room. How- ever, I am willing to call it quits if you are." You and I, Jack Crunch, shall here- after work together. I can use you Crunch. Perhaps you know why I am interested in doing away with this radio station. If we allow this radio station to go on the air, there isn’t a question but that those three goofy boys, Tom, Dick and San, will mention my name in that in rare or times. I determined to put a stop to it before it begins."

But meanwhile the three brothers aren’t sitting idly by. Not a bit, my friends. They are in conference in the conference room now, and San is advertising the meeting. "You two boys are my dear brothers," he is saying.

"You are absolutely correct, San," argued the other two, in unison, like Brad Browne and Al Lively.

Therefore, if I can speak my mind without fear of being overheard, I am positively of the opinion that either Dan

King and Royal Fami, Buy Portable Receivers.

King George V of England passed the ranks of the portable radio set owners, his latest purchase being a new type invented by others, including Denmark, Sweden and Italy.

One of the first members of the English royal family to adopt the spell of portable was the Duchess of York. There already was a large family receiver in her dressing room. The Duchess, however, wanted a more intimate affair for her boudoir. A copy of the King’s machine had been ordered for her so that it should match the rosewood furniture in her sitting-room, and it was finished by a brown lehner instead of crocodilian skin.

* * *

**SCIENTIFIC AUTHORITY**

To Speak From London

Sir James Jessop, one of the most eminent British scientists and an authority on the structure of the universe, will speak from London by wireless telegraphic broadcast on April 10, through the WARK-CBS net- work on "The Present Position in Science."

Recipient of honorary degrees from many of the world’s greatest universities, including John Hopkins, Sir James is already a member of the United States as he formerly was professor of applied mathematics at Princeton, and has been on a board of the corporation of Mount Wilson Observatory for several years. His books have earned him a reputa- tion as one of the outstanding exponents of scientific beliefs, conucing his explanations in popular language.

* The fan mail which has been received by Angela Wickett, the CBS Musical Clock Girl, proves that listeners to the young lady have agreed with the judges who picked her as the possessess New York’s "sweetest voice."

* Kenneth Roberts, the CBS staff an- nouncer, was picked for the job of an- nouncing the last "Bath Club" etc. and because the sponsors of those broadcasts judged his voice as holding a particular appeal for women.

* * *
**M I K E - O - G R A P H S**

by N O N A B E N E T

**On With The Dance**

(Continued From Page 9)

"Dance music is primarily a sex instigator," he went on. "It's fundamentally played for the propagandists of the race. Religion, sex and dance are fundamentally interlocked. The moderns have today are the modern survival of the ear-ly dances. We must be prepared to use the music and were an indespensable part of the practice of religion. There are manifestations of the sex urge of our earliest ancestors.

"I cannot see anything immoral in the important last of the human race's condition-being bound up in in-duction to the emotions that come from dance music.

Reisman claims to remember one day, when he was eleven, he planged his foot through the window of the popular grocery store, thus proving that even at that early age he was still a Manxian.

"I don't wish it because I told them I couldn't do something," he explained. (Maybe Leo wanted to dance?)

But no parent rebelled in 1907, when his father bought the young hopefu-lle, a fiddle. Leo, aged ten, spent a year studying it; ambi-enly on the instrumental, then decided to take lessons. And a year later, being then in the twelfth year of his age, Reisman earned his first dollar as a school plugger in a Boston store.

After grammar school came an eng-age-ment to play at the Bipes Dream, the first Keith house in Boston. Leo was known as the boy soloist and had to play the violin in the roll of the pan of the dance and the band, which was one of the best in the United States, at that time. He was before the war.

A stranger heard Leo play; left word for him to call and see the manager of the New England Conservatory of Music, and so Reisman found himself possessed of a scholarship in violin.

After three years of this training Reisman became interested in jazz and branched out on the instrumentation, educational possibilities. Surniners he spent playing record players, the studio, and Bar Harbor, Me.

Carrying on his studies when Leo went to the Belvedere Hotel in Baltimore, and to the Hollywood, New York, during which he went theatrical, in between appearances. Reisman, the Ziegfeld Room of the Hotel Brown In Boston.

All of which might have started Leo to an early love of music, matrimony and maestroship.

In a New Role

**Don Carney**

Here have we Don Carney's plugging in no new selling folk, "Uncle Don," this time, but as that lov-a-ble character, "Lute Higgins." Don, who played "Lute" far more times than we can remember, stepped into the "Cen-terville Sketches" over WOR with the April 5 broadcast. Leonard E. L. Cox, who writes and produces the sketches, chanted out and rounded Don for the part, and knowing his radio characteriza-tions made no mistake.

"He's one of the Stebbins Boys...plays many and the leading parts in "New York Land Sketches" and was Davis in "Uncle Abe and David." ABT!

Has never had a nickname, although being the fact that innumerable of the characters he has portrayed in the humor of entering the wonderland of a radio star not only because of his talent, but also because of the way he handles it. "I am ready for a long trip and he modestly admits to a big paying age.

Five feet seven inch-es, tall, and weighed 131 pounds. His hair is tiaged with gray, what his age he ever old.

Has a strong chin and can look completely scholarly should the occasion demand it. With his hat on, he looks twenty years young-er...a little-haired wrinkles around the eyes.

An only child. Addresor his mother's name is H. and still living in Iow A. Will rush up to visit her though he can neither go except for a few hours, most of his time is taken up in getting there. Ex-cept for a particular about which he
to wear, and let them be gay ones, light coats...bright
color because of his
tone weakness.

Paces on the legitimate stage before he tried radio. His last Broadway show was "White Wings." One day Gerald Stopp Stopp had a part our hero was cast in a radio drama, in a radio drama, in a radio drama, and got a busy "to his trouble. Much persuasion followed and at last his mother was able to...to become the outstanding actor of broadcasting.

Should his part call for talking while walking-...you will notice, if you are in the room, that he goes thru all the text of his colloquies that is the one way to get the effect in the voice. Got the good old education at Oberlin College, case you don't know, is in Ohio. Studied music there also.

Doesn't dance...play cards...or golf. And what's more, he never intends to become a racetrack reader. He is a whimsical sense of humor. Answers all his fan-mail letters, even though he has a secretary. That secretary right now is busy out sending out photographs.

He's kept a journal since he reached the inclusion of age of 16. The pages are not written and bound in loose-leaf books.

**The Man With Money**

- Of course the man with the money has great advantages over the poor man. An average writer once wrote a novel about the man with the dollar tells him to do. I have worked for the men with the dollar since I was twelve years old, and I know how much truth there is in that. But I have an idea that it will never always be so. I have an idea that some day it will be this way: "Get knowledge. The man who is ignorant must do what the man who KNOWS tells him to do." I think that that way it will work some day, and the dollar won't come into the question at all.

(From Tony's Scrap Book)

**We Share Our Values**

- How we lose our sense of values if we want an automobile we don't think of the cost of spending a thousand dollars for it, and mortgaging our future for it. If we want a diamond or pearl for our finger or to stick in our shirt front, we lay out a lot of bills without thinking anything about it. But if a very dear friend asks us for a fun of a few dollars we are likely to get a natty feel- ing in our stomach and we begin to won-der if it's not best to break off relations with our friend.

So we value a heap of iron or a stone above the heart of a man. And yet, how much a friend is worth!

---From Tony's Scrap Book---

**You Can Use Pentode Tubes In Your Old Set**

Plug up your set. Give it new life. Replace the old type 245 tube with a new 245 Pentode tube. All you need is the tiny Red Seal Adapter illustrated herewith. It will work perfectly in any set having a type 245. However, the Red Seal Pentode Adapters are sold by the following companies:

- Remit to Red Seal Sales Co., 318 Canal St., New York, at the following postpaid prices:

  **Price of Adapter**.
  **Complete with Pentode Tube**.
  **$1.69**

**Red Seal Pentode Adapter**
**SPECIALS FOR TODAY**

**WJZ-NBC**—Hinds' Romance Exchange

**WABC-CBS**—Richman's Program—Syria Froos

**WOR**—Bernard Levinson's Ensemble Symposium

**WEAF-NBC**—Chevrolet Big Six of the Air

**WABC-CBS**—Tudor Hing, Irene Beasley and Freddie Rich's Orchestra—Mennen Program

Every effort is made to assure 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

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**WOR**—Brother Personality Parade

**WEAF**—Buckeye—Sports Club

**WJZ**—Highlights of Sports—Jack Tschida

**WOR**—William C. Brown's Orchestra

**WOR**—William C. Brown's Orchestra

**WOR**—William C. Brown's Orchestra

**WOR**—William C. Brown's Orchestra

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**WEAF**—General Electric Home Circle

**WEAF**—The Real Geese of America—T.C. Ellis

**WEAF**—The Little Family Romance

**WEAF**—Waldorf-Astoria Garden Orchestra

**WEAF**—The Mystic-Girls of America

**WEAF**—The Y.M.C.A. Orchestra

**WEAF**—The Y.M.C.A. Orchestra

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**WEAF**—Goldfish Furniture Co.-Program

**WEAF**—Continental Journal of Commerce

**WEAF**—Program—Syria Froos

**WEAF**—Sorey's Orchestra

**WEAF**—F. P. M. Orchestra

**WEAF**—Raising Songs—Soprano

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**WABC**—F. P. M. Orchestra

**WABC**—Bach Oratorio—Chamber Music Society

**WABC**—Waldorf Astoria Orchestra

**WABC**—The Barnacle Program

**WABC**—Calisthenics—Tina Blake, and Sandra Phillips—Two Piece Team

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**WABC**—Goldfish Furniture Co.-Program

**WABC**—Columbia Symphony Orchestra

**WABC**—The Y.M.C.A. Orchestra

**WABC**—Waldorf-Astoria Garden Orchestra

**WABC**—Sorey's Orchestra

**WABC**—F. P. M. Orchestra

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**WABC**—Waldorf Astoria Orchestra

**WABC**—The Barnacle Program

**WABC**—Calisthenics—Tina Blake, and Sandra Phillips—Two Piece Team

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**WABC**—Goldfish Furniture Co.-Program

**WABC**—Columbia Symphony Orchestra

**WABC**—The Y.M.C.A. Orchestra

**WABC**—Waldorf-Astoria Garden Orchestra

**WABC**—Sorey's Orchestra

**WABC**—F. P. M. Orchestra

**WABC**—Raising Songs—Soprano

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Science Will Utilize Bubbles in Broads.

The world would go crazy, according to New York University scientists, if human ears were as sensitive as the microphone. In proof of their point they will attempt to broadcast on Saturday, April 9, the roar of bursting soap bubbles, explosions of a plan of beer and music as relayed by a bath towel. These and other phenomena will be broadcast and explained over the WABC-CBS net from the laboratory bench of the General Science Department in the School of Commerce of the University. The demonstration will begin at 8:30 p.m. to be climax by when professor blasts diet from his hands.

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.

New York, April 16, 1932
RADIO AND AMUSEMENT GUIDE

Page Twenty-Seven

Curtis Symphony Program
Features Narrative Poem

Fritz Reiner, conductor of the Philadelphia Orchestra and Grand Opera, and head of the orchestra department of the Curtis Institute of Music, will conduct the 110-piece student orchestra of the institute in a symphony program to be broadcast through the WABC-CBS network at 4:45 P.M., Friday, April 11. Josef Hofmann, world-renowned pianist, and director of the Curtis Institute, will be represented as composer, by a symphonic narrative poem, "The Haunted Castle." It has been played by the Philadelphia Orchestra under both Stokowski and Gabrilowitsch. The program will open with the overture to "Fidelio," and will include also the first movement from the violin concerto in D major by Tschaikovsky, with Ethel Stark as soloist.

Industrial Concentration

Topic of Three Economists

Three authorities in the field of economics will speak on "Concentration in American Industry: What Are Its Implications" during the broadcast of the League for Industrial Democracy from the Hotel Woodstock, New York, over a WEAF-NBC network, Saturday, April 9, at 1:45 P.M.

The speakers will be Frank A. Fetter, professor of political economy, Princeton University; Dr. Myron Waldman, professor of economics, New York University, and Harry W. Laidler, economist and executive director of the League of Industrial Democracy. Paul Blanshard, executive director of the City Affairs Committee, will act as chairman during the broadcast.

Radio Guide

Advertising Rates (February 1, 1932)

General Advertising

Per space line, New York Edition flat 50c. This rate applies to budget rates, $1.00 for five lines in any one issue, and $1.25 for ten lines in any one issue. Minimum charge $2.00.

Mechanical Requirements

Pages are 4 columns wide by 780 snaps across. The type is Times New Roman, 12 point, arranged in five columns: 2, 4, 6, 8 and 10. The size of the type is 12 point for body matter and 10 point for the body matter. The size of the type is 16 point for body matter and 14 point for the body matter. The size of the type is 10 point for body matter and 8 point for the body matter. The size of the type is 8 point for body matter and 6 point for the body matter. The size of the type is 6 point for body matter and 4 point for the body matter. The size of the type is 4 point for body matter and 2 point for the body matter. The size of the type is 2 point for body matter and 1 point for the body matter. The size of the type is 1 point for body matter and 0.5 point for the body matter. The size of the type is 0.5 point for body matter and 0.25 point for the body matter. The size of the type is 0.25 point for body matter and 0.125 point for the body matter. The size of the type is 0.125 point for body matter and 0.0625 point for the body matter.

Issuance and Closing Dates

Published weekly on Thursday. Issued Thursday 1 day preceding date of issue. Minimum charge $2.00 for six issues, $1.00 for three issues, $0.50 for two issues, $0.25 for one issue. The minimum charge is $2.00. The minimum charge is $1.00. The minimum charge is $0.50. The minimum charge is $0.25. The minimum charge is $0.12.5. The minimum charge is $0.0625. The minimum charge is $0.03125. The minimum charge is $0.003125. The minimum charge is $0.000625. The minimum charge is $0.000125.

Radio Guide

475 Fifth Ave., New York, N. Y.
Telephones: Lexington, 5-1419.
SPECIALS FOR TODAY

6:30 P.M.—WJZ-NBC—Hal Kemp and His Orchestra
8:00 P.M.—WJZ-NBC—Danger Fighters—Dramatic Program
8:30 P.M.—WABC-CBS—Laboratory Experience Service
9:00 P.M.—WJZ—Joseph Koerner Ensemble
9:15 P.M.—WOR—Republican Club Dinner
9:30 P.M.—WABC—NBC—Club Valspar

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
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<th>Time</th>
<th>Program</th>
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<td>Allen, Jack (Lancaster Co.)</td>
</tr>
<tr>
<td>8:30 P.M.</td>
<td>Clara, ...</td>
</tr>
<tr>
<td>9:00 P.M.</td>
<td>&quot;Dig Time&quot; (IVEAF)</td>
</tr>
<tr>
<td>9:15 P.M.</td>
<td>Best Foods</td>
</tr>
<tr>
<td>9:30 P.M.</td>
<td>&quot;Modern Living&quot; (IVEAF)</td>
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<tr>
<td>10:00 P.M.</td>
<td>Batnberger (Arts and Entertainment)</td>
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<tr>
<td>11:00 P.M.</td>
<td>&quot;Spiritual&quot; (IVEAF)</td>
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<tr>
<td>11:15 P.M.</td>
<td>Chrysler Bond</td>
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<tr>
<td>11:30 P.M.</td>
<td>&quot;Belle of the Orchestra, &quot;Fighting Christmas&quot; Weaf</td>
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<td>12:00 A.M.</td>
<td>&quot;Eighteenth Street Band&quot; (IVEAF)</td>
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<td>1:00 A.M.</td>
<td>&quot;Midnight&quot; (IVEAF)</td>
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<td>&quot;Midnight&quot; (IVEAF)</td>
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<td>3:00 A.M.</td>
<td>&quot;Midnight&quot; (IVEAF)</td>
</tr>
<tr>
<td>4:00 A.M.</td>
<td>&quot;Midnight&quot; (IVEAF)</td>
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</tbody>
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Note: The program details include various musical and entertainment programs, but specific details about the content are not provided in the image.