Hollywood's New Exodus

SCREEN STARS TURN TO RADIO AS A LESS FICKLE, BETTER PAYING FIELD

Every day the line between the movies and radio grows longer, with some of the biggest names of the screen swelling it. The exodus from Hollywood actually started after the talkies proved the value of a good speaking and singing voice, and it's gaining in volume to the point where movie moguls are "glancing with alarm," "viewing with surprise," and all that sort of thing. There was Chevalier, good old Maurice, who gave the movie powers a thrill in the chest when he went on the air for a long term.

Chevalier started something—and not even the stars themselves have any idea of where it will end. Buddy Rogers deserted his place as "America's Boy Friend" to sing and lead his own orchestra over the air. Buddy's success and enthusiasm have helped to lure radio ambitions in many other cinema favorites.

Bebe Daniels is another pulchritudinous damsels to join the army of ex-movie stars who became air-minded. With a record of movie success behind her, and no glimmer of a new contract from First National Pictures Corporation, Miss Daniels thumbed her nose at Hollywood and signed to appear as guest artist over the Fleischman Hour on February 18th. She has hopes—"It is said—that the hour will be followed by many, many others on the air.

Gilda Gray, she of the undulating hips and the provocative pose, expected to leave the pictures for the air, talked it over, had interviews with this commercially minded individual and that and, for the time being, at least, went back to the screen. But she has the urge, current rumor has it and before long may make her way before the microphone.

The latest screen figure to step out for radio is Clara Bow, the tempestuous young lady whose fortunes and misfortunes have kept everyone, from fans to financiers, on the alert. Married, more sedate than of old it may be, and interested in the microphone from more than one angle, Miss Bow is planning carefully for her entrance into radio's ranks.

Strangely enough, it wasn't such a long time ago that Bebe didn't know she had a good singing voice. The talkies discovered it for her. Before that she went through a period of fame, heartache, obscurity, and finally a new lease on fame again. This new radio artist has had one of the most colorful lives in the movie industry. Hailing from Dallas, Texas, of Spanish-Scotch descent, she has had barriers to her career and, so far, overcome every one of them including a divorce into obscurity by certain movie executives to which she was once under contract. The radio is a new field for her—and she is wholeheartedly interested in making good over the air. All her life has been spent in an atmosphere of theatricalism. As (Turn to page 22)
MIKE-O-GRAPHS

SYLVIA FROOS

By Nonen Benet

SYLVIA FROOS... the child protege who made good. She is variously nick-
named "Tiny," "Mouse." because of her height.

A native New Yorker... born on April 19th, 1914... tells you she's five feet two... but is really five feet... and weighs 100 pounds. She's an effervescent little maid... friendly... unassuming... modest. Chestnut brown hair in a long bob... grey eyes... fascinating dimples. Has two sisters... one, Prudence a secretary and followed the call of the footlights.

Likes lots of people around her all the time... thinks tailored clothes swell... wears knitted dresses and sweaters during the day... evening clothes at night. Too busy to do her own shopping. Mother does it for her... but Sylvia insists on getting the trimmings... hankies... belts... etc. Some day she's going to take a day off and buy everything she's ever wanted. Does her-

self in reds... greens... and browns.

Says she'd like to know how she started in radio... it was so sudden. Was famous as "Baby Sylvia." Toured the States, Mexico and Canada starting a "blues-conscious" con-

vening with her unusual jazz singing. Used to play Christmas Benfits... Keith Circuit... and occasionally Children's Hour on the radio. As she grew older, Rosy took an interest in this energetic little singer... and gave her a spot in his programs. NBC gave her the chance. She's a natural. Can't imagine herself as anything but a singer. She's the first little girl to have a singing program on the air. She's only 11 years old... even though she's grown up in the business. She's the child of famous radio stars... her father, Harry Kogon, and her mother, Sylvia Froos.

England's 'Wired Radio'

"Wired radio" has been introduced in

England by a company known as the Stan-

ford Radio Relay Service, which now serves

more than 15,000 listeners. The system con-
sists simply of radio loud speakers plugged in

on lines connected to central receiving sta-
tions which pick selected broadcasts out of

the air. The receiving stations, situated at

central points, have high powered amplifiers.

"Feeder" lines radiate from them and are

tapped at intervals to serve individual homes

and in some cases whole streets. The com-
pagny charges about 35 cents a week for the

service, and subscribers must pay the usual

$2.50 a year for the radio license fee. Only

programs of British origin are broadcast.

What And How To Read

The series of broadcasts on "Our Ameri-

can Schools," presented during the winter

over a WEAF-NBC network under the diri-
gence of Florence Hale, president of the Na-
tional Education Association, has been ex-
tended for a period of ten weeks which began

April 7th.

The program this Sunday which will be

heard at 6:30 p.m. in "What to read and how to

read it." It will be read by Agnes Ward of

the National Education Association of Amer-

can Women and Elinor Morgan, editor of the NEA

Journal.

Russo-Finn 'War'

Finland has given formal listening to

propaganda talks in Finnish transmitted by

the high power Soviet station in Leningrad,

reports Wireless World of London, and is

now considering the erection of a high power

broadcasting station of its own with which to

offset the influence of its broadcasts.

Movie Star Series

Tragedies, comedies and the queer pranks

of fate behind the successes of Hollywood's

great are portrayed in dramatic form in a

new weekly series, "Life Stories of Movie

Stars," over the Columbia network each

Saturday at 7:10 p.m. Photoplay Magazine

sponsors the programs, which are broadcast

from Columbia's Chicago studios.

NBC Newcomer

Twenty-five-year-old Jacques D'Avrey, a

French tenor, who has made a big splash

recently and asked for an audition. A few

days later he was signed to appear before

NBC WEAF microphones each Wednesday,

Friday and Sunday at 7:30 p.m. Before

radio, Jacques spent six successful years on

the stage.

Music From Argente

Characteristic Argentine music will be

broadcast from Buenos Aires through the

WABC-CBS network, from 12:30 to 12:45

p.m. this Sunday, in the second of a series

of programs brought from across the Equator
to present different aspects of South Ameri-

can life to listeners in the United States and

Canada. In keeping with the reputation of

Buenos Aires as the "Paris of the Western World," music written for typical Argentine dances, notably the tango, will make up this second program.

Methodist Unity

Viscountess Snowden, wife of the "Iron

Chancellor" who-balanced Britain's budget

last year, and one of the most active women

in public life in England, is to be the spea-

er in the international broadcast to be heard

through the WABC-Columbia network this

Sunday at 12:30 p.m. The Viscountess' sub-

ject will be "The Unity of the Methodist

Churches." In addition to being promi-

nent in the affairs of Nonconformist churches,

Lady Snowden is well known for her work

in behalf of women's suffrage and temperance.

WBBM-KFAB Proposal

A proposal has been made to the Federal

Radio Commission to synchronize WBBM and

KFAB, Lincoln, Neb., which now share a

clear channel, with the idea that they may

both secure full time on the air.

Radio Guide

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Page Two
'Vagabond Traveler'  
On WOR Sundays

A new radio program featuring Tom Terriss, famous world traveler, actor and movie director, has been inaugurated over WOR as a weekly feature presenting a combination of adventure stories and dramatic sketches with Terriss and a supporting cast of six actors. The program will be heard every Sunday evening, from 9:30 to 9:45 p. m. and promises to be as unusual and entertaining as the travel pictures Terriss made as "The Vagabond Director"—pictures which set a new vogue in this adventurous field of visual entertainment.

Tom Terriss is one of the most colorful figures that has ever crossed the movie horizon. He is the son of an old theatrical family, which enjoys a prestige comparable with that of the Barrymores. In the nomadic life that finally led to Hollywood and his now famous "Vagabond pictures," he was struck snow blind, fell overboard in the middle of the Atlantic, and suffered all of the privations that dog the lives of those who have the wanderlust.

He was in Egypt when the tomb of King Tutankhamen was opened and attended this premier by invitation. Today he is one of the four survivors, eleven members of the expedition having died by violent or strange means.

To chronicle completely the adventures of this unusual man would require a full length novel, but listeners to his new Sunday evening program are promised some of the major thrills from it, with all the vicarious trimmings.

Jim and Marion Jordan decided to give up a successful vaudeville career and try radio because of their two young girls. Katherine and Jimmy, who didn't flounder on one night stand in country barns: "Will you take $50 a week?" a director at WIBO asked them. They had been getting $300 on the road, but they accepted, and thereby began a radio career that has gone up and up. After four years on WENR they are now writing and acting the new NBC rural sketch called, "Smack-Outs." It is on the air every Monday, Tuesday, Wednesday and Thursday at 1:45 p.m.

Meet Effie

You all know Phoebe Mackay as the immortal Effie Watts, Cocoyco boarding house keeper of "Real Folks" fame. The rural sketch, brightened by Miss Mackay's presence, is now being broadcast each Thursday at 9:30 p. m. over an NBC-WJ. hook-up.

SMACK-OUTS CAST

\begin{center}
\textbf{SMACK-OUTS CAST}
\end{center}

\begin{center}
\textbf{MUSIC IN THE AIR}
By Carleton Smith
\end{center}

\begin{center}
\textbf{LONDON STRING QUARTET}
For three successive Sunday afternoons, beginning this week, we are to hear the London String Quartet. John Pratten, first violin, Thomas Peret, second violin; William Primrose, viola; and C. Waddell Evans, violoncello, compose what is probably the finest string quartet in existence, since the disbanding of the inapproachable Floridays. The English organization has been in existence sixteen years, and undoubtedly presents the most perfect quartet of brilliant "Pixie's Ring", composed by their own Mr. Evans.
\end{center}

\begin{center}
\textbf{WALTER DAMROSCH}
Walter Damrosch this Sunday conducts his NBC Orchestra in Mendelssohn's "Scotch" Symphony. This work was written ninety years ago and is dedicated to Queen Victoria. Mendelssohn having obtained her Majesty's permission on one of his visits to Buckingham Palace. Do you like Mendelssohn's music? There is a great quartet among the Musicalianists as to his proper rank among the great. Many feel that his music suffers from what he called his "habitual cheerfulness." He did not feel, like Schubert, that music was the world's delight or misery, or that the world liked best that which he had written in his greatest distress. Mendelssohn was never more than temporarily unhappy, and he did not know distress as he knew happiness. When we seek to enjoy his music, we turn to his works.
\end{center}

\begin{center}
Mr. Damrosch includes on the same program, Liszt's Symphonic Poem, "Les Preludes." It was Liszt who introduced us to this form of composition, which, aside from having a title and telling a story, also follows the Sonata form. "Les Preludes" is founded on a passage from Lamartine's "Meditations Poétiques," a passage that has always impressed me more than the composition:
\begin{quote}
What is Life but a series of preludes to that unknown song whose initial solemn note is told by Death? The enchanted dawn of every life is love; but where is the destiny on whose first delicious joys some storm does not break, a storm whose deadly blast disperses youth's illusions, whose fatal bolt consumes its altar? And what soul, thus cruelly bruised, when the tempest rolls away, seeks not to rest its memories in the pleasant calm of rural life? Yet man allows himself not long to taste the kindly quiet which first attracted him to Nature's lap; but when the trumpet gives the signal he hastens to danger's post, whatever be the light which draws him to its lists, that in the strife he may once more regain full knowledge of himself and all his strength.
\end{quote}
\end{center}

\begin{center}
Think of this as you hear the music!
\end{center}

\begin{center}
\textbf{NATIONAL ORATORIO SOCIETY}
I've finally located the new "spot" for the National Oratorio Society. It is on Tuesday evenings for half an hour, and Reinald Werrenrath is still conducting.
\end{center}

\begin{center}
\textbf{RICHARD DONNELLY}
Singers aplenty are still in evidence on broadcast programs. The regular Sunday (Continued on page 12)
\end{center}

\begin{center}
The Jest Artist
On a recent trip to his old home at Brasher Falls, N. Y., B. A. Rolfe stopped in to visit a schoolmate who seemed pressed for money. While they were discussing old times, the door-bell rang and a stranger entered.

"Did you open the door for him, for some reason," asked the visitor.

"No, thanks," said Rolfe, "I've come to take all the furniture. I'm a deputy sheriff.
\end{center}

\begin{center}
George Olsen gets a kick out of viewing old epilogues. The record shows that the CBS bandman maintains, in a cemetery near his old home town of Seattle, and reads as follows:
"Husband, I am waiting. April, 1905."
"Wife, here I am. August, 1902."

Frank Parker offers the one about the down-and-out musician whose trousers were so shiny that when he tore them he split over his shoulder to ward off seven years' bad luck.

"Can you imagine anything worse than a man who can sing, refusing to go so," someone asked Leon Belasco, CBS director-vocalist, the other day.

"Of course," was Belasco's ready reply. "A man who can't sing, insisting on it."

After a recent broadcast, Art Jarrett, the song-stylist, turned to his orchestra leader, Freddie Foch, for a report on his singing. It was a great success. "In fact," he said, "It was so good tonight I think I'll send you a fan.

"Thanks," came back the other, "I've always wanted to have one of my own."

Ray Perkins, "The Old Topper," declares he knows of a man so lazy that he always steers his automobile over a bump in the road to knock the ashes off his cigar.

Jack Smart, Columbia actor, began his broadcasting career as a vocalist. He gave it up, however, after he had received a request to sing "I'll Climb the Highest Mountain." He said he couldn't scale it.

Picked out of the air the other evening: "And now, It's Great to Be in Love" with the special permission of the copyright owners. It was during one of George Hall's dance programs.

Col. And Budd Tour
The Gloom Chasers, Colonel Lembol Op, Stoopnaggle and Budd, comedians heard twice weekly over the WABC-CBS network, have signed a contract calling for their appearance in the near future in vaudeville houses across the Middle West. In their vaudeville act the Colonel and Budd have combined all the outstanding features of their air act, including their imitations of Calvin Coolidge, Al Smith, Bing Crosby and Rudy Vaile.

Laugh Club
Tom Brennie and his Laugh Club is back on the air! Tom and Wash, purveyors of splendid tablets and Senator Ezra Simpson, the forgetful politician, as interpreted by Brennie, are now heard four times weekly over an NBC-WEAF network. On Tuesdays, Thursdays and Saturdays the program is presented at 11:15 a.m. On Wednesdays the Laugh Club is available at 9:15 a.m. m.

Irish Station
The Irish Free State's new 120,000 watt broadcasting station, over which sponsored programs will be broadcast in the American manner, is now being built by the British Marconi and is slated to be completed at Moydrum about next September.

Page Three
**Programs For Stations Other Than New York**

**Baltimore, WBAL WCAO WFBR; Bangor, WLBD; Boston, WAAB WEEI WJAN; Hartford, WDRF WJIC; Philadelphia, WCAU WFAN WIP WLTJ; Pittsburgh, KDKA WCAE WJAS; Portland, WCHS; Providence, WEAN WJAR; Springfield, WBZA; Washington, WMAL WRC; Worcester, WORC WTAG**

**Sunday, April 14th**

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<th>Time</th>
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<td>N. Y. Philharmonic Symphony Orchestra, WABC-CBS WCAO WJAN WJIC WLBZ WLBZ</td>
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<td>3:00</td>
<td>Wayne King and His Orchestra, WABC-NBC WFBR WEEI WJAS WJAR WJIC WLBZ WLBZ</td>
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<td>CBS National Symphony Orchestra, WABC-CBS WCAO WJAN WJIC WLBZ WLBZ</td>
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<td>California Symphony Orchestra, WABC-CBS WCAO WJAN WJIC WLBZ WLBZ</td>
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**Page Four**
Programs for Sunday, April 17th

8:00 A.M.  WABC—Melody Hour
WABC—Easter Sunrise Service from Albany
WJZ—Your Pets, Too—Lettie Grace Orwig
8:30 A.M.  WABY—Roster Sunrise Services from Hollywood Bowl
9:00 A.M.  WEAF—Children's Symphonic Orchestra
WEAF—The Ruby Rogers Show
WABC—NASC—Children's Hour
WOR—Music for Younger Ears, St. Peter's Church
WPCH—Sing Souvenirs—Frank McColl
WEBC—Columbia Church of the Air
9:15 A.M.  WOR—Fred Fargis—Belfry
9:30 A.M.  WEAF—Modern Living
WEAF—Mary Esten, Violinist
WOR—End of Winter, wagon racing
WEAF—Melody Parade—Enid Deutsch, Conductor
WPCH—Peter's Sing Club
WOR—Modern Living Magazine

9:00 A.M.  WOAR—Sparklets—Wooden Ensemble
WPCH—Cherese Agate Williams
10:00 A.M.  WANO—Watch Tower Program
WEAF—Gouldschmidt Sketches
WPCH—Music Box Concert
WJZ—Gurig's Maximiliana Tyra
WPCH—Estes Brandstetter, Pianist
WRJ—Jordans
WEBC—Columbia Church of the Air
WINS—Art and Essay—"Popular Tenors"
10:15 A.M.  WEAF—"Your Tony"—Dr. E. L. Grubar
WPCH—The Happy Traveller
WEAF—"Gay Elly—Exploring Symphonies"
WJZ—Staten Island
10:30 A.M.  WFCN—Burt and Helen, two pianos
WEAF—Clive Duns's Sonatina Octet
WOR—Golders Trio—Piano and Vibraphone
WPCH—Communion Breakfast—Holy Name Society
WPCH—Little Soldiers—Children's Program
10:45 A.M.  WPCH—Wong's—Pompano Ensemble
WJZ—A Song for Today
WINS—Watch Tower—Judge Rutherford
11:00 A.M.  WEAF—Neptuny Days
WJZ—The Morning Show
WEAF—Christian Avenue Church Service
WEAF—Silver and Gold—Children's Hour
WOR—Jewish Hour—Marcus Whaley Memorial Co.
WINS—"Easter Services—St. Thomas Church"
11:15 A.M.  WINS—Dr. Lewis E. Roith
11:30 A.M.  WEAF—Ann's Orchestra
WEAF—Major Ross's Capital Family
WEAF—Moving Musical Notes
WOR—Confused For Trotters
12:00 Noon
WEAF—America's Musical Hour
WOR—Lower Blue Goose Program—Litman, Inc.
WPCH—Voice of St. Peter's Church
WINS—Jewish Little Symphony—General Foods Corp.
WEAF—Howard Medical Group
12:15 P.M.  WOAR—Concert in Miniature—Bayan Ensemble
WPCH—The Ross Brothers—Kitha Harris, vocalist
WABC—Willie Williams, vocalist
WINS—Beloved-American Concert
12:30 P.M.  WTJS—Tea" Bella
WPCH—John55 "Love Drama
WEAF—International Program—Cardinal Caroli, Archpriest of the Church of Santa Maria in Trastevere
WOR—La Rossa Maccaroni Company
WPCH—Voice of St. Peter's Church
WINS—Songs of Israel
12:45 P.M.  WJZ—Crime Control
WOY—O'Steenale—Heinrich de Lamer
WINS—The Skyline Musical Novelties
WPCH—Rev. Charles Millman, Pastor
1:00 P.M.  WPCH—Goldbergs
WPCH—Melody Orchestra
WEAF—Telestar Orchestra—"L. Brekowtza Products
"WABC—Hello Astoria Organ Recital
WJZ—Walter Damrosch Symphonic Hour
WABY—Ringing of Ave Maria Bells—St. Peter's Church
WPCH—Herbert Rodriguez and Guests

8:00 A.M.  WOAR—Melody Hour
WABC—Easter Sunrise Service from Albany
WJZ—Your Pets, Too—Lettie Grace Orwig
8:30 A.M.  WABY—Roster Sunrise Services from Hollywood Bowl
9:00 A.M.  WEAF—Children's Symphonic Orchestra
WEAF—The Ruby Rogers Show
WABC—NASC—Children's Hour
WOR—Music for Younger Ears, St. Peter's Church
WPCH—Sing Souvenirs—Frank McColl
WEBC—Columbia Church of the Air
9:15 A.M.  WOR—Fred Fargis—Belfry
9:30 A.M.  WEAF—Modern Living
WEAF—Mary Esten, Violinist
WOR—End of Winter, wagon racing
WEAF—Melody Parade—Enid Deutsch, Conductor
WPCH—Peter's Sing Club
WOR—Modern Living Magazine

9:00 A.M.  WOAR—Sparklets—Wooden Ensemble
WPCH—Cherese Agate Williams
10:00 A.M.  WANO—Watch Tower Program
WEAF—Gouldschmidt Sketches
WPCH—Music Box Concert
WJZ—Gurig's Maximiliana Tyra
WPCH—Estes Brandstetter, Pianist
WRJ—Jordans
WEBC—Columbia Church of the Air
WINS—Art and Essay—"Popular Tenors"
10:15 A.M.  WEAF—"Your Tony"—Dr. E. L. Grubar
WPCH—The Happy Traveller
WEAF—"Gay Elly—Exploring Symphonies"
WJZ—Staten Island
10:30 A.M.  WFCN—Burt and Helen, two pianos
WEAF—Clive Duns's Sonatina Octet
WOR—Golders Trio—Piano and Vibraphone
WPCH—Communion Breakfast—Holy Name Society
WPCH—Little Soldiers—Children's Program
10:45 A.M.  WPCH—Wong's—Pompano Ensemble
WJZ—A Song for Today
WINS—Watch Tower—Judge Rutherford
11:00 A.M.  WEAF—Neptuny Days
WJZ—The Morning Show
WEAF—Christian Avenue Church Service
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WABY—Ringing of Ave Maria Bells—St. Peter's Church
WPCH—Herbert Rodriguez and Guests

Page Six
DIXIE GAL

Lovely Elizabeth Barthell, lithe Southern girl from Nashville, Tennessee, who has recently been added to the long array of Columbia stars. Her rendition of current song hits is presented over the WABC-Columbia network each Monday, Wednesday and Friday at 9:45 a.m.

TONY'S SCRAP BOOK
By Tony Wors

Evolving from a boyhood spent in poverty and from woe in war hospitals, these fragments from "Tony's Scrap Book" show the spirit of the philosophical broad- master's mind.

I DON'T want to take away from anybody the satisfaction he feels in worshipping heroes. Hero worship is an old fetish. To be sure, any one who risks his life for some cause which he thinks right is entitled to all the praise we can shower upon him. But I do think that often we are blind with our worshipping and we neglect to recognize some of the true heroes of the world, because back in our school days the books taught us that a hero is one who has done some deed of valor in war.

Now let us look at a picture of another kind of hero, so often overlooked. His name never appears in the front pages of the papers; it will not go down in history to thrill the hearts of children with its sound, few will miss him when he leaves. I am speaking of one of those, pictured in a few lines, which some anonymous verse writer recognizes:

"Not all the heroes fall on fields of glory; Not all brave deeds are told in song and story; But they are heroes who, with hearts aglow, Hide deep within their breasts their weight of woe.

And then, with faces shining, lift the load 'Death which another staggered on the road.'"

For seven years I have been reading poetry over the radio and I have found out some secrets about the business man—the man whom some call "Babbit." I know there are "Babbitts" who love good books, who like to play with children, who can discuss art and philosophy with intelligence, who like to fish and who love nature.

Supposing some one were to ask you what the greatest disappointment in your life has been; you probably would not be able to answer without thinking about it a long while. At the time disappointments happen you're sure each one is the greatest, then time goes on and you forget. Often it is something that really doesn't amount to much which displeases us most. A fellow who had lived a pretty strenuous life—had had plenty of troubles in his day—confessed that the greatest disappointment in his life was when he was a boy, and crawled under a tent to see what he thought was a circus, but discovered it was a revival meeting.

There is one thing that nobody knows very much about, and that is this—does the experience that we get in this life have anything to do with what comes after? If we live a certain way here, think certain thoughts, will they have any effect for good or ill on our lives after while, if we believe in such a life?

I would say they do, and it seems to me, then, that I ought to find out what things on this earth are going to affect my future favorably. We are a long, long time gone somewhere when we leave here—such a long time that you or I haven't enough time to calculate it.

Astronomers talk about so and so many millions of light years and billions and trillions of years that certain planets have existed, and we stand gaping, trying to comprehend it all. But that isn't time at all, when you think of the time you are going to spend after while.

You read in the papers about some gentleman who lived a hundred and fifteen years—the wets say because he took a daily eye opener. Or of an Indian woman who lived to a hundred and thirty because she chewed tobacco. And we think, "Oh, my, oh my, how long a time is that to live!"

A hundred paltry years? Why, just imagine taking that hundred years and multiplying it by ten, by a hundred, by a thousand and then by a million and a billion, and on and on, and after we're all through with your figures, having only the smallest fraction of the time you're going to live when you're gone from here. At least we're told that.

Eternity! Forever! Well, I don't understand that. If they said a billion million years I might be able to think about it, anyway. But when they say forever and ever and ever—that I can't even begin to grasp. And our only chance to make good is given us in this microscopic bit of time between the cradle and the grave.

No wonder a philosopher once said that the best preparation for the hereafter is to "live each day as if it were your last."

Prince Of Wales In Shakespeare Ceremony
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 the 23rd, in a program shortwaved to the United States from the band's birthplace by the British Broadcasting Corporation. The program will be rebroadcast in this country over an NBC coast-to-coast network at 8:15 a.m.

The opening of the new theatre, which replaces the old one burned in 1926, will be preceded by the unfurling of flags of the nations, a ceremony annually enacted in picturesque High Street on the poet's birthday, April 23. After the dedication of the building, restored by the efforts of English-speaking peoples everywhere, it will be formally opened. The spectacle will be described by NBC announcers.

Sir Beecham's Last Concert Sunday
Sir Thomas Beecham, who has been guest conductor of the New York Philharmonic-Symphony Orchestra for the last six weeks in the absence of Arturo Toscanini, will conduct his last broadcast concert of the season this Sunday. It will be heard through the WABC-Columbia network from 3:00 to 5:00 p.m.

The outstanding works on the program are the second symphony of Brahms, and the third violin concerto by Sain-Sans, in B minor, which will be heard after the intermission, with Renzo Bodonini, assistant concertmaster of the orchestra, as soloist. "Summer Night on the Fries" by Frederick Delius, and the prelude to Wagner's "Die Meistersinger" will also be heard. Oh Downs, distinguished music critics, will comment on the program during the intermission.

BIG HE-MAN

Harvey Hayns, beloved Irish genius of the NBC Chicago studios, who is well known to radio listeners for his interpretation of outdoor roles on many NBC programs. Besides actively participating in various broadcasts, Hayns adapts original plays for radio, casts and produces them for air presentation.

Izaak Walton On Air
The Izaak Walton League, which aims for the conservation and preservation of America's outdoor resources, will broadcast portions of their annual convention in Chicago this Friday over an NBC-WJZ network during the National Farm and Home Hour at 12:30 p.m. Besides a number of talks by prominent sportmen and League members, a dramatic sketch and music by Harry Kogen and his Homesteaders will be included in the broadcast.

Jesse Crawford Change
Jesse Crawford, Poet of the Organ, who has been heard over NBC networks since September 13, 1931, will now appear over an NBC-WFAE network on Sunday night only, beginning this week when he will present a half hour recital at 11:30 p.m. Crawford formerly was heard six times weekly. However, on Saturday, April 30 and on Saturdays, May 7, Crawford will play for NBC listeners at 11:30 p.m.
RADIO, unlike the theatre, is new. No stretches of memory are required. But the newness of radio is not satisfied or quite satisfied to create only a friendly attitude toward each listener who is either a customer or a prospective one.

It is to this end that we feel that the radio announcer must be responsible as far as the Colonel is concerned. It is Herman's job to see that the organ for which the Colonel plays is always in the studio and on tap when the Gloomchasers go on the air.

A. B. Rolfe, "Benny" to radio's intimates, has gone back to the style of direction he made popular in his Hallic 'O' days, with rhythm, not so much of the fevered, present day tempo. And that reminds us.

Not so long ago there was a story about an orchestra leader who, having received his weekly check from the sponsor, hurried to the bank to deposit the check against his orchestra's payroll. There was a long line at the bank, and the orchestra leader, not caring to wait his turn, slipped the check in an envelope and placed it in the "night deposit" chute. Then he went on to his room, pacing, and found out too late that the people at the bank were trying to draw out their money, not deposit more!

While this is an entirely different matter of news, it is just as possible that your local orchestra is not doing well, or may be on the verge of closing down.

Both major chains have ambitious plans for an international exchange of programs this season. The head men feel that a better understanding of national and international problems and ideals can be brought about by such radio exchanges, and we're in accord. We hope, also, that some of the hard headed, may we say obstinate, executives may learn a thing or two from the B. B. C. They've had time enough, so far, but seem to have taken few leaves, if any, from the Brits' book. And despite comments and criticism from radio commentators and critics, we feel that both Fifth Avenue and Madison have much to learn from Savvy Hill Avenue.

Both of these orchestras are responsible for engaging great talent or impossible talent, if you will.

MURRAY KORNAN
FOREMOST THEATRICAL & RADIO
Photographers-Artists
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AVENUE Photo-Building
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Gus Van On CBS

Gus Van, who started life as a street car motorman and ended up as a member of the famous vaudeville team of Van and Schenck, has been signed by Van Heusen for a series of broadcasts over the WABC-CBS network. Known as "The Melody Man," the popular singer and dance instructor is heard each Friday at 8:45 p.m. at Van Heusen's orchestra accompanies him on these programs.

South Carolina, Rich in History

The General Motors "Parade of the States" program which was broadcast over the WRAF-NBC network at 9:30 o'clock, Monday, April 11th, offered the following tribute to South Carolina, "The Comfortable State."

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.

WINTER has gone from the South Carolina coast; another spring is passing. Once more the azaleas have bloomed at Magnolia Gardens, and again to revel in the beauty of their blossoming came visitors from far and near.

Wise are they to make the pilgrimage, for nowhere is a kieverland. The gardenia was named for a resident of Charleston. The poinsettia honors the South Carolina who brought it from Mexico. The first camellias that the new world ever saw are blooming yet at Middleton Place. The yellow jasmine, South Carolina's own state flower, grows profusely everywhere.

Flowers, soft breezes, softer speech and courtesy—no wonder South Carolina is called "the comfortable state." Aiken and Camden are winter colonies that generations have known. Charleston, the old and valiant city, holds America's richest store of early colonial architecture. Here one still may enjoy the glories of spinning wheel and rice and other famous dishes, in a community that early learned and has never forgotten how to live.

In Charleston harbor is Sumar, the fort that felt a war's first shock. Serenely it dreams in the smilie peace. Here, too, is Morris Island, which the British could not pass, where victory came to America's arms six days before independence was declared. And up-country is that other scene of victory, Kings Mountain, near Andrew Jackson's birthplace, where the fortunes of the Revolution were turned by South Carolina's sons.

One of the original Thirteen States, South Carolina is rich in history, yet she is even richer in her present. Her manufactures at Spartanburg and Greenville, at Anderson and Greenwood, at York and Union, add millions to her wealth. First of all the states in the manufacture of cotton cloth, third in the making of textiles, South Carolina has risen to rank as third in the generating of hydro-electric power. The dam of Lake Murray near Columbia, impounds more water than any other in America; her rivers yield the power of more than half a million horses, and their harnessing is not yet done.

Yet she is first of all, what she has been always, a state of friendly plantations and farms. Tobacco and corn have come to share the kingdom that once cotton ruled. Her vegetables and fruits contain a treasure of iodine; her soils are varied; her lands inviting. "Prepared in Spirit and Wealth" is she, in the words of her own state motto. The remaining words, "While I breathe, I hope," look backward upon days that are gone forever and forward to the deeds of her sons who, at the State University in Columbia, at Candler College on the homestead farm of John C. Calhoun, and at the Citadel in Charleston, are being trained to carry on.

There is a welcome for you in South Carolina. There are friendly faces amid the smiling flowers, a smile in the blossoms; a smile at the beaches; explore the mountains and the fragrant plains. South Carolina extends the invitation, and General Motors, carrying it to the nation, brings back the nation's tribute to the Palmetto State.
SPECIALS FOR TODAY

4:00 P.M.—WJZ-NBC, “Kindness to Animals,” talk.

4:30 P.M.—WNEB-NBC, Elly Culbertson’s Bridge Lessons.

8:00 P.M.—WABC-CBS, The Bath Club.

9:00 P.M.—WOR, Prohibition Debate.

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

Page Nine
**On The Air Sunday**

**REVIEWS IN RADIO**

By Mike Porter

**SPEAK softly about depression in the radio temples...**

Satanic sponsors may not be able to pay the line charges, business may be terri-
ble, the sales departments may be wondering why they sold the show in the first place, of course. And I can't help tossing a bouquet at the versatile Got V., for I've just found out that since the beginning of his series, Joe Schenck, Gus has not yet survived the show without his partner's death. You remember of course, that the team, which became famous almost overnight, began their association on a car in Brooklyn. Van was the motorman, and Schenck the conductor. They used to journey in a couple of employee's benefits, and that's what shunned them into show business.

Morton Downey, who's been warbling via CBS for 16 months, hasn't done so badly either. He too, was without a sponsor for quite a spell, but when it's all counted up, including vaudeville and such things, Morton, in those months has been able to sell 10-20,000 for $25,000. And there's Eddie Cantor, whose very brief flash across the radio horizon—something less than half a year—made up more than fifty grand of his market losses. And Amos 'n' Andy are a far better gamble ahead of the President. Nice business, this radio—if you click!

The palm for slick introductions goes to NBC's Checker for 1932. It was in Washing-
ton, at a show, that he was called upon to present the NBC's new team, the Pickens Sisters.

"We've all heard of the colloquialism, 'pretty slim pickin's,',' said Checker. "Well, here they are—may I present them, the pretty, slim, Pickens?"

I wonder if the feature writers have put up to one of the best of subjects, a human interest yarn ever to fit into the NBC studios. I mean that little Senorita Reva Reyes, Mexican soprano, who has been touring for the network since Christmas Day, 1931. Nobody seems to have discovered that she's a godchild of Pancho Villa, the dead but not forgotten Mexican bandit. Nobody seems to have learned that Reva's parents were a trusted lieutenant of Villa; that Reva spent most of her childhood traveling with the bandits, that she had a Kentucky mother. And her father, now a naturalized American, enjoys citizenship certificates while the Apache mamas remains a subject of Mexico.

And there's the story of Reva's radio debut. She didn't know English, when she was asked on that Christmas Day, to sing a Reva song in Mexican, clicked the audition, and advised her listeners that she had sung a duet about a boy and a Christ-
mas tree. The truth is she sang a band song that would have made the world blush, if it had been done in English.

You can readily understand why Winchell, Cantor and Jessel, boyhood chums, turned out to be the last of the original three, Reva's jobs were as theatre ushers. Natural leaders, they?

What a kick the adherents of "The Rise of the Goldbergs" would have experienced had they known that "Jake" who is James Waters off the air, was diagnosed last week for pneumonia victim, but nevertheless went on with the show every night.

Trouble is brewing on that Chesterfield hill. What with Ruth Etting and the Boswell Sisters both claiming stardom, Alexander Gray has gone into the background with the prospect of losing out altogether, and Norman Bromberg trying to serve as peace commissioner. But nobody has been discovered who is discovering what temperament means. Too many still are out there, but the news is that the star in the pack. The Boswells naturally disagree and insist on top billing; they likewise claim radio priority, and genial Alex Gray, once the whole show, merely sits by and watches.

The Van Heusen sponsors decided, just a few hours before the broadcast, to give God Van. He was coming from, but the artists are eating regularly.

During the first week of next month, for instance, with the death of Kate Smith, who would be 24 years old May 1, will have rounded out a full year of stardom. And in that brief spate of time, Kate Smith has been something like $727,000 net, which represents a fairly satis-
factory weekly income, the average of which is cut considerably by the fact that Kate worked months for practically nothing.

Jezzi Dragonette, who was born in Cal-
cutta, India, will tell you that she admires Gaudini. "Because," she explains, "anyone can see he's a good, sincere fellow, with noth-
ing up his sleeve."

Not even the sponsor, I'm told, knows the solution of Ray Hunt's death in the Myrrh play. Nobody in the cast really advises the answer to the murder mys-
teries except Myrtle Vail, the star, and of the script. And they say women can't keep secrets! Of course, there is the possibility, too, that even Myrrh hasn't de-
cided on the answer.

Columbia will not follow the NBC policy of crowning on future contracts for 15-minute features. Columbia's problem doesn't stem from the NBC's because Columbia has only one network, where heavy and light off-
ers are vital to variety, whereas, short fea-
tures on the NBC networks make it almost impossible to balance simultaneous broad-
casts. WJZ, for instance, must be project-
ing one type of bill while WEAF is offering another. Half hour features give the NBC a chance to write better entertainment pres-
tations.

The result of the new policy will divert, no doubt, a number of 15-minute sponsors to Columbia, while Columbia, limited to one key station, will lose 30-minute prospects to National.

Alice Joy, the Prince Albert voice, halls herself as the film's idea star. Her and that, if you recall, she is the home town of the late Honey Bay Evans, of minstrel fame. Wishing to pay tribute to this celebrity, Niss Joy has arranged a concert for restimulating of Mr. Evans and from Mrs. Ren Shields, of Streator, she procured several obsolete scripts of songs made famous by Evans, and will perform them on her program April 22. Mrs. Shields' husband was a trooper with Evans.

Of Madame Sylvia, the Hollywood mask-
seer and reducing oracle who currently holds forth on the General Electric programs, Nellie Revel, witn of the women press agents, cracked—"Mme. Sylvia is a modern Paul Jones, because she is continually taking a pound of flesh off her subjects."

Well, Nellie weighs nearly 300 pounds, and one wonders if she has as yet made the acquaintance of Mme. Sylvia.

Columbia is plotting, as soon as a suitable spot can be found, to take Islam Jones, the Cleveland maestro to New York. Jones has been deserving of much phoniness. He's one of the few song writers of history to become a band leader, but nobody is generally known, that he was independently wealthy. And that's because he wrote his songs back in the days when popular songs ran into a half a million copies.

One of Graham McNamee's first jobs was to be the manager of the show and he was a gauging youth of 17.

"All I know," claims he is the only boss.

"Nope," said Graham, "I'm a McNamee."

These were the days when the quote should not exceed fifty words. It must be accom-
panied by the name of the person who made the quote, the exact time it was heard, and the station from which it was heard. The name of the person speaking must be attached. Any number of Mikritics may be sent by the Mikritics and no more persons may submit the same Mikritic, the first entry received will be printed. Address your let-
ters to Mikritic, care of Radio Guide.

This week's winners:

Noon Day Frolics—April 2nd—1:35 p.m.—
WMJ

"Do you put candles on your birthday cake?
"Just to make light of their ages"—William Jennew

Phil Cook—April 2nd—8:30 a.m.—WLS

"The only one who goes along with letting things slide is the tripman pro-
er,"—Alfred Maiero

Ziegfeld Follies of the Air—April 3rd—
7:20 p.m.—WGN

Teacher: "Use the word pencil in a sentence.

Pupil: "If I don't wear suspenders, my pencil falls down."—James Cotter

Night Court—April 4th—8:15 p.m.—
WLW

Judge: "What becomes of a football player when he loses his eyeglasses?"

Bailiff: "I don't know. What?"—Jack Gilmour

Ted Malone—March 31st—3:30 p.m.—
RKBG

"A diamond is just a chunk of coal that has stuck to its job."—Margaret Donald

Eddie and Fannie Cavanaugh—April 2nd—
3:45 p.m.—WIBO

"It's any woman married, and you tell me how old his little daughter is?"—Phyllis Wright

Blackstone Plantation Program—April 5th
7:45 p.m.—KYW

Frank Clummit: "We brought the baby up on frankfurters so we wouldn't have to weenier."—Dorothy Little

Walter Winchell—April 2nd—9:37 p.m.—
WDAF

"The President of today is merely the postage stamp of tomorrow."—Hearty Stringfelow

George Jessel—April 3rd—7:25 p.m.—
WEAF

Jimmie: "George, you ought to pull down your shades at night."—George: "Why?"

Jimmie: "I was passing your house last night and I saw you kissing your wife."—George: "Ha-ha, Jimmie, the joke's on you, you wasn't home last night."—Phyllis Meisenbach

Gordon-Neighbor—April 4th—8:45 p.m.—
WCLO

Gordon: "Say, Ike, you know it is so hot and addresen of the air must be attached. Any num-
ber of Mikritics may be sent by the Mikritics and no more persons may submit the same Mikritic, the first entry received will be printed. Address your let-
ters to Mikritic, care of Radio Guide.

Radio Guide will pay one dollar for any Mikritic accepted and printed on this page. Mikritics are reminders of any kind made on the air which will interest other listeners. They may be on reminiscences, funny, pathetic, or queer.

Here are the rules: The quotation should not exceed fifty words. It must be accom-
panied by the name of the person who made the quote, the exact time it was heard, and the station from which it was heard. The name of the person speaking must be attached. Any number of Mikritics may be sent by the Mikritics and no more persons may submit the same Mikritic, the first entry received will be printed. Address your let-
ters to Mikritic, care of Radio Guide.

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Monday Programs (Continued)

Saturday, April 19th

7:30 P.M.  WNYC-WNYC Air College
7:45 A.M. WAEF-The Goldberg—"Prophetic Psalm"
WABC-Billy Jones and the Blue Jays—Best Foods, Inc. Program
WABC-The Camel Quarter-Hour—Marvin Dannerv
WNYC—Meet the Great American Producers
WINS-Neighborhood Club Dinner
WPCH—The Three Dressers

6:00 P.M.  WNYC-WNYC Air College
6:00 P.M. WJZ—Jazz, ballads, barbershop
WJZ—Carusons Continued Program
WABC—The Ball Club—"Literary Smutty Interludes—Guest, Frank Vegetti's Orchestra. Limit Programs
WINS-The Three Cheers
WOR—Chautauqua—Beech Nut Program

8:10 P.M.  WNYC—"Cathedral of Sound"—Prof. W. B. Smith
8:15 P.M. WABC—Bing Slam the Barbershop Man
WABC—The Record Shop

8:30 P.M. WMCJ—Jersey Bake Sale—Emo Ram, organist
WABC—Depth Day—"Dramatic North."—Pacific Coast Band Co.

WEAF—Voice of Kingsdale—Lawrence Taddeo
WEAF—Wallace Robinson and His Deep River Orch
WABC—La Palma Presents Rate Smith and Her Sonatas Music

8:45 P.M. WABC—Col. Stearnak & Buddy—The Glenn Chasers
WEAE—Sundown Serenade Program
WEAE—Happy Resinence

9:00 A.M. WMAC—Nkieo Radio Scandal
WABC—Good Morning America
WABC—Sudden Winter Melody; mumbled show
WABC—Vocalists Presents the Mills Brothers
WABC—Eighteen Eighteenth Century—Rossini and Rossini, Harmony Boxers

9:15 P.M. WABC—Westtstuck Broadcasts, WOR—Drunken Sugar

WEAE—Four Boys and a Girl, musical novelty program
WABC—Haus, A Seven in Paris
WABC—The Waltz's Tale
WABC—Two May—Characterizations
WINS—Bob Nolan's San Felician

10:00 P.M. WABC—Golden Slippers Dance Marathon
WEAE—National Radio Forum
WOR—Dance Orchestra

SPECIALS FOR TODAY

11:00 A.M. — WABC-CBS-Story of Shirley Lewis

12:00 Noon — WAEF-NBC-G. E. Circle—Emily Post

3:45 P.M. — WJZ-NBC-U. S. Army Band

6:45 P.M. — WABC-CBS-Joe Palooka

9:30 P.M. — WABC-CBS-Eno Crime Club

WABC—Helen Board—Sonata
WABC—Dave Power—Sonata

10:00 A.M. WABC—Mary Gigi's Glee Company
WABC—Mrs. Blake's Radio Column
WABC—Col. Stearnak & Buddy—Weekend's Classic, pass out extra ordinary

WABC—What's the Matter

10:15 A.M. WABC—Annual Home for Children

WINS—Barnes and the Boys

10:20 A.M. WINS—Our Boys Band

10:30 A.M. WABC—Intermediate People Have Met; Adams, Patterson
WEAE—Cindy and Sue; talk and music
WABC—Profonde Club

11:00 A.M. WNYC—Libr and Lou; popular songs

11:45 A.M. WABC—Radio Household Institute

12:00 Noon — WABC-CBS-Story of Shirley Lewis

12:30 P.M. WINS—Walt Whitman

1:45 P.M. WINS—Meet the London Girls

2:00 P.M. WABC—Eva Lerour; Singing the Blues
WABC—Current Questions Before Congress

12:25 P.M. WNYC—Downtown Laboratory
WABC—Edward Bailey Songs
WABC—Woro—Heath of

1:40 P.M. WABC—Lou and Lou; popular songs

1:45 P.M. WABC—Straight Talk—R. Robinson Shipleton
WABC—Edwards and Judy Baker
WABC—Mr. Maitland—The One Man Dart

PARTY SPECIALS

WABC—Our Daily Food; Colonel Goodbody and Judge
WABC—J. A. P. Program
WABC—Mississippi Home Girls
WABC—Grace and the Moon; Light instrumental salon

9:25 A.M. WABC—If You Were a Poet

9:30 A.M. WABC—Modern Living

WPCH—Top 12 Morning
WABC—Betty Roche—"Mummy, My Love"

11 A.M. WABC—Howjoa Married
WABC—Dr. R. B. Davis Program
WABC—C. S. Navy Band
WABC—Beverly Barer—Satchmo; the Last Song
WABC—Syracuse State College Orchestra
WABC—"Your Child"—Dr. O'Leary, Chief of Children's Hospital, Dept. of Labor

11:00 A.M. WABC—Miss H. O. Tobler: Sunbeam Commemorative
WABC—Syracuse University Orchestra
WABC—Westtown Vocal Club
WABC—Orch. Fine Arts, Inc, Program

WABC—Making Yourself Entertainable
WABC—Dept of Public Markets

11:10 A.M. WABC—Robert Burns Parade Program—Lambeth's

10:15 P.M. WABC—Brace Dance Marathon
WABC—Vera Branching and Studio

10:30 P.M. WABC—Three Little Turtles
WABC—Mr. Brown & Company
WABC—Waves of Melody, Victor's orchestra
WABC—"Music That Delights" with the Barrows Stewart-Chamber Orchestra

10:45 P.M. WABC—Ricky and Comfort
WABC—McVeey Sisters, singers
WABC—Ferrante and the Neapolitan Orchestra

11:00 P.M. WINS—Ezra Luch and His Orlando Favorites
WEAE—Blue Columbus
WABC—J. H. Allen's Music
WABC—Arthur Warren and His Dance Orchestra
WABC—Alex Raffler and His Gypsy Orchestra
WINS—Jack Denny and His Waldorf-Astoria Orchestra

11:05 P.M. WINS—Al Katz and Rittons
WEAE—To be announced
WABC—Dinner Mouth
WINS—Monogram—Directed by George Shackley

WABC—Cuban Orchestra

WAEF—Andy Carrion and His Orchestra
WJZ—Earl Hines' dance orchestra

WNYC—The Purple Salad Orchestra
WABC—Charlie Grimes' Orchestra

WABC—Les Belles Chansons de France

WABC—Queenie Vignettes—Grand Central Red Cap, Miss Shure and Frank Graham

1:00 A.M. WABC—Clayton Hopkins' Roseland Ballroom Orch.

1:05 A.M. WABC—Mr. Books Orchestra

1:15 A.M. WABC—Cub Anarchist Orchestra from Chicago

1:35 A.M. WABC—Dance Marathon

1:50 P.M. WABC—Romans of Radio

Page Eleven
BACHELOR BATHEE

They

VERSARY MEETING

ANNUARY MEET.

ANY MAKE

NEW JERSEY

RADIO

REPAIRS

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Page Twelve

HOW WOULD YOU PLAY IT?

Work These Bridge Hands Your Way—Then

Hear Culbertson Explain Them On The Air

Mr. Culbertson will pick the following hand apart in his discussion over WEAF Saturday night at 8 o'clock, April 23.

Mr. Culbertson in his broadcasts on Wednesday and the following Saturday.

We would suggest that you study these hands thoroughly; put yourself in the place of each of these players and visualize yourself with the prospective bids and counters. These hands is discussed on the air you will be able to pick out the errors in your method of playing the hands, and correct them under Mr. Culbertson's material direction.

HOW'S YOUR BRIDGE? If you're trying to improve your game—and who isn't—you will no doubt want to tune in. In the broadcast, Elly Culbertson, world recognized authority on the game. And you'll want to be prepared to follow Mr. Culbertson's discussion of theoretical hands, which he will do every Wednesday and Saturday. Radio Guide has made this possible through the cooperation of Mr. Culbertson, and hereewith presents, for the exclusive use of its readers, the hands which will be discussed and expounded by

Mr. Culbertson in his broadcasts on Wednesday.

Royal Anecdote

Cosmo Hamilton, the famous author and playwright who is broadcasting a series of personal reminiscences of the great and near great of the world, over WOR each Monday night, has a fund of intimate anecdotes on the personalities he discusses. He was a guest at a friend's home one evening and the pianist Rubenstein was at the instrument. The telephone rang, the host answered and after a moment returned. "There is a gentleman coming over for a moment," he said, "and he has requested that no attention be paid to his entrance. I'll be grateful if you will consider his wishes." Rubenstein continued playing and a little while later the door opened, a young man came in. "Hello," he said, "walking over to the table and pouring himself a highball. He sat on the floor beside the piano, listened to the music, drank his highball and at the end of the composition arose. "Thanks very much," he said. "Cheerio!"

He walked out. It was the Prince of Wales.

WHAT'S IN A NAME?

WOR is seeking a new name for sustaining programs. The executives of the station have long felt that the word "sustaining" carried with it the implication that it was simply a filler in between such hours as were sponsored by commercial clients Walter J. Neff, assistant program director, suggested "station tested programs" and the argument was won.

"Sustaining programs," Mr. Neff said, "should be an indicator of the quality and standard which a station attempts to maintain in its contracts with advertisers. Just as the character and standard of a newspaper is reflected in its editorial and feature page so should the programs sponsored by the station be of the peer of such programs as are presented by commercial clients. The word "sustaining" is ambiguous and tends to create the impression that the station, for lack of anything better, simply sustains the hours of its time between advertising programs.

Noblie Giacomo De Martino, Italian ambassador to the United States, whose recent illness caused a postponement of a broadcast in celebration of the anniversary of Columbus Hospital on April 3, has recovered and will begin his broadcast this Sunday at 4:00 P.M. in the home of Edward Coris, Commissioner of Immigration at Ellis Island, will be heard on the same program.

ANNIVERSARY PROGRAM

It's a far cry from the cobblestone streets of Amsterdam to the Malay Straits and the crossroads of the world, but Hendrik de Leeuw looked out from the window of a little 17th century house, got a whiff of the sea and the spice laden docks and then prompted, perhaps, by the same spirit which sent an ancestor, Arrent de Leeuw, roaming over the globe, he took to the sea and ships. The wandering which at the age of twenty had carried him through the America's, the Orient, Northern Africa and British India will be continued to WOR, in Mr. de Leeuw's new series of intimate travels in his new series of intimate travels as

De Leeuw has written and had published "Cross Roads of the Java Sea" and has a second and third book now in the hand of a publisher. He has turned his hand to growing rubber, tea, rice and chinchona in the remote islands of the Archipelago and tiring of this he made several solitary expeditions into Borneo and lived for awhile among the Papau headhunters.

De Leeuw has, as is to be expected, witnessed many curious sights which are denied to the average white adventurer. He confesses to have heard the very old and venerable Batak chief at his favorite game of chess and wounded the old man's pride so deeply that the victory almost cost him his life. His favorite story concerns a visit he made to the home of a chief in the Celebes. Before he was allowed to enter the house the chief came rushing out with a great amount of pomp and ceremony and demanded at quantity of spittle which he deposited in a plate and then rushed the vessel back into his lodge and announced to all the kids of his children. Natural curiosity at such antics prompted de Leeuw to ask for an explanation and the chief modestly told him that the amounting was done to prevent the children from having an attack of convulsions from such a royal visit.
CANNED MILK BAND

You've been wondering what they look like! Well, here they are—the Carnation Orchestra led by Morgan Eastman, head each Monday at 8:00 p.m. as part of the Carnation Contented broadcast. The program is heard over an NBC-WJZ network.

OUT OF THE ETHER
With Burns And Allen

George Burns and his wife, Grace Allen, bring their dial remarks to the WABC-CBS network every Monday night, at 10 o'clock, on the Robert Burns Panettella Hour with Guy Lombardo. Their paltry appeal because of its simplicity.

GUY—Look, George, I've been dying to tell a joke. As long as Grace isn't here, let me tell it to you.

GEORGE—All right, you tell it and I'll die.

GUY—All right . . . I just found out your cat has chickens.

GEORGE—Impossible!

GUY—What did you have in the basket?

GEORGE—Chickens.

GUY—Well, your cat's got them.

GEORGE—That's very good.

GUY—Here comes Grace . . . pull it on her.

GEORGE—Oh hello! I just got some fan mail.

GEORGE—I want to tell you a joke first. I just found out your cat's got chickens.

GEORGE—Impossible!

GEORGE—What did you have in the basket?

GEORGE—Fish.

GEORGE—Oh, never mind.

GEORGE—Well I can't understand . . . I think somebody's fooling around with our fan mail.

GEORGE—What makes you think so?

GEORGE—Instead of giving us our fan mail every week, they kind of saved it up for three weeks.

GEORGE—Well, open it up.

GEORGE—It's a postcard . . . I'll close it. Geor.

GEORGE—Well read it.

GEORGE—Dear Allen, Lombardo and Burns. My dear girls . . . Gee, he made a mistake here. He used periods after our names instead of dots.

GEORGE—Go ahead . . . continue where you left off with my dear girls.

GEORGE—I have been in this zyvm for 20 years and tried every way possible to get out but couldn't. But fortunately my keeper tuned in on you last Monday and immediately let me out Tuesday. Will you join me next week to talk things over. Very truly yours, J. P. McNutt, P. S. I am not sure but I think I am one of your brothers. . . .

[The man must be crazy]

GEORGE—What makes you think so?

GEORGE—Starting a letter with dots.

GEORGE—Wouldn't it be funny if that fellow was not your brother?

GEORGE—Yeah, wouldn't it? And then again it couldn't be your brother because all my brothers were born in January.

GEORGE—How do you know it isn't your brother?

GEORGE—Look at this . . . he doesn't write like January.

GEORGE—he doesn't write like January? Oh! Let's talk about something else.

GEORGE—Don't you find it awfully sort of difficult to talk to some people?

GEORGE—I certainly do. I certainly find it hard sometimes.

GEORGE—I mean, I can simply never think of anything to say half the time. And the other half of the time when I can think of something to say there is no one around to say it to. What's the use of talking unless you really have something to say worth while?

GEORGE—Yes, I know what you mean.

GEORGE—I mean I think it is just better to shut up when you haven't anything to say. Don't you really think so? When I'm with some people I simply never can think of anything worthwhile to say. I mean they don't inspire me—more or something.

GEORGE—Yeah—or something. Let's talk of something else.

GEORGE—I am honestly plain dumb when I try to talk to people like that. Do you know what I mean?

GEORGE—Yes, I don't know what you mean.

GEORGE—I really . . .

GEORGE—Now, wait a minute. Let's do something else. Here's Guy Lombardo.

GUY—I just got a boat, a motor boat.

SANTOS—That's what my brother's got. He calls it Gull because it goes put-put-put.

GUY—That's nothing. I call my motor boat Puff-Puff-Puff because I keep it in the Gulf Stream.

SANTOS—That's nothing, my brother keeps his in the Gulf stream because it is too hot.

GUY—that's interesting.

SANTOS—Yeah—yeah when the water comes over the sides of the boat, my brother doesn't have to bail it out.

GUY—What does he do?

SANTOS—It just runs out through the 18 holes.

GUY—I suppose you're going to tell me that a boat with 18 holes floats?

SANTOS—it doesn't have to, . . . my brother knows how to float.

REVIEWING RADIO
(Continued from page 10)
Remember, as Henry, of Henry and George, who'll take the role of Joe Palooka, in the new Columbia series about to open. Bergman also has played in the detective yarn. He's the echo of Al Smith's voice, which made such a hit in the lamented March of Time broadcasts.

A note for the ladies—Grace Moore, the Metropolitan soprano, and NBC artist, has a wardrobe (for street) of 250 dresses and 70 pairs of shoes. And of all persons, she is the one to chortl: "I've been married a year, and the worst thing about a marriage in Manhattan is finding a place to hang your husband's clothes."

Hundreds of listeners are ready to swear that Gorman Ace, the husband of Jane in "Easy Acres," is really Jack Benny, the comic. Hundreds more have identified him as Don Carney, of WOR, Newark.

Jack Benny, strangely enough, is a close friend of Ace. Gorman began his radio career reading the funny papers to kids from a Chicago mike. By a coincidence, Don Carney, whose vocal inflections are almost identical with those of Ace, reads the funnies every Sunday from WOR.

All doubts may rest assured that Mr. Ace is really Mr. Ace, and that 1-1-1 and Don Carney are two other fellows.

They tell me that . . . die Ears; and Ralph Dunne, "Sisters of the Skillet," are really serious about issuing their own newspaper to housewives who may find their duties a bit difficult. Since mentioning the project on the air, the two funsters have received 14,000 letters offering to subscribe to such a publication.

The idea was just a joke at first, but the response has just induced the team to try their luck as editors.

It must be great to enjoy such popularity as Irma Glen, the NBC Chicago organist, radio listeners than any other radio artist.

Joan Lee

Aline Berry, who enacts miniature listeners as Joan Lee in the NBC slot "Raising Junior," is known in real life as Mrs. Peter Dixon, wife of the writer and star of the series. The programs are broadcast daily except Wednesday at 6:00 p.m. over an NBC-WJZ network.

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Executive 17 Cortlandt St. January 1607 Folliot Bldg.
Hunters—125 W. 72nd St. Flatbush—111 Main St.
Brooklyn—417 Fulton St. (Military Park Bldg.)

See price lists for other addresses of Zenith Stores
Tuesday Programs [continued]

6:30 A.M.  WINS—Morning Highlights

7:30 A.M.  WEAF—Tenor Health Nuptials; Arthur Bagley,,
director

7:45 A.M.  WABC—Samuel Music

8:00 A.M.  WOR—The Lucretia bicycle

8:05 A.M.  WNC—Morning Song

8:45 A.M.  WNYC—In Soy Heaven

9:15 A.M.  WNYC—Organ Interlude

9:45 A.M.  WNYC—Our Daily Food; Civil Goodby and Judge

10:00 A.M.  WEAF—Music of Israel; Horwitz Margaretson Prog.

10:30 A.M.  WABC—Sister's Love Story

10:45 A.M.  WABC—Love Lyric

11:00 A.M.  WABC—Soft Music

11:15 A.M.  WABC—Moral Living

11:45 A.M.  WABC—News Talk; Sisters of St.

12:00 A.M.  WABC—Sisters of Mercy

12:30 A.M.  WABC—St. Patrick's Day

12:45 A.M.  WABC—Soft Music

1:00 P.M.  WNYC—Moral Living

1:15 P.M.  WNYC—Moral Living

1:30 P.M.  WNYC—Moral Living

1:45 P.M.  WNYC—Moral Living

2:00 P.M.  WNYC—Moral Living

2:15 P.M.  WNYC—Moral Living

2:30 P.M.  WNYC—Moral Living

2:45 P.M.  WNYC—Moral Living

3:00 P.M.  WNYC—Moral Living

3:15 P.M.  WNYC—Moral Living

3:30 P.M.  WNYC—Moral Living

3:45 P.M.  WNYC—Moral Living

4:00 P.M.  WNYC—Moral Living

4:15 P.M.  WNYC—Moral Living

4:30 P.M.  WNYC—Moral Living

4:45 P.M.  WNYC—Moral Living

5:00 P.M.  WNYC—Moral Living

5:15 P.M.  WNYC—Moral Living

5:30 P.M.  WNYC—Moral Living

5:45 P.M.  WNYC—Moral Living

6:00 P.M.  WNYC—Moral Living

6:15 P.M.  WNYC—Moral Living

6:30 P.M.  WNYC—Moral Living

6:45 P.M.  WNYC—Moral Living

7:00 P.M.  WNYC—Moral Living

7:15 P.M.  WNYC—Moral Living

7:30 P.M.  WNYC—Moral Living

7:45 P.M.  WNYC—Moral Living

8:00 P.M.  WNYC—Moral Living

8:15 P.M.  WNYC—Moral Living

8:30 P.M.  WNYC—Moral Living

8:45 P.M.  WNYC—Moral Living

9:00 P.M.  WNYC—Moral Living

9:15 P.M.  WNYC—Moral Living

9:30 P.M.  WNYC—Moral Living

9:45 P.M.  WNYC—Moral Living

Page Fourteen
Scanlon, Murray And Shields On WOR

The program of Murray, Scanlon and Shields which was presented over station WOR for the first time last Friday, will continue to be a weekly feature. The entertainment consists for the most part of comic dialogue and songs, with Roger Bower as master of ceremonies.

Marcella Shields made her stage debut at the age of five and has appeared in nearly every vaudeville house in the country. She has played with De Wolfe Hopper, Gallagher and Shean, Fay Bamter and other equally well-known. Miss Shields has been in radio since 1928, when she was asked by the Ever Ready Company to play the part of Dixie Dunan in the first of a series of broadcasts they were presenting. She was heard with them for a whole season and followed their program with a leading part in the Fleischmann Yeast program with Phil Cook, Ben Pollock, and Graham MacNamee before Rudy Vallee was even thought of. Miss Shields has done vaudeville work whenever she has been able to find time for it, and also appears quite frequently at private benefits.

Walter Scanlon was discovered by his partner, Billy Murray, more than twenty years ago while playing in a minstrel show in Brooklyn. After his minstrel days he toured the country as the old Keith Croot, and in 1917 played the leading role in Victor Herbert's operetta "Eileen." He then appeared in several Arthur Hammerstein productions, and later organized his own road show for Irish romantic comedies.

Joe Palooka Makes His Radio Premiere

Joe Palooka, that lovable boob of the prize ring and comic strip created by Ham Fisher, now comes to radio. The dumb boxe-thing, his fights, troubles and mixups, is presented each Tuesday and Thursday at 6:45 p.m. over the WABC-CBS network. H. J. Heinz sponsors the series.

Three U. S. Bands In Joint Concert

Sixteen American and Canadian band leaders will conduct the Army, Navy and Marine Bands in a special concert to broadcast this Sunday from Constitution Hall, Washington, D.C. The program will be heard over an NBC-WEAF network at 10:30 p.m.

Secretary of Labor Douglas will speak during the program which has been dedicated to the memory of the late John Philip Sousa. A group of Sousa's marches and the Chopin "Walse" March will be played as a tribute to the March King. Each band will play several numbers, then the three will be massed. Ten new compositions will have initial performance, many of them conducted by their composers.


Fire Department Breakfast on WOR

Patrick Cardinal Hayes, Mayor James J. Walker, Fire Commissioner John J. Donovan, Fire Chief John J. McElligott, Rev. Father Patrick J. Connor and Judge Alfred Talley are to be the speakers at the Communion Breakfast of the Holy Name Society of the Fire Department of New York City this Sunday.

The function will be held in the Grand Ballroom of the Hotel Astor and will be on the air via WOR from 10:30 a.m., until noon.

St. Patrick's Cathedral will be the scene of the religious services which are to precede the breakfast, the firemen attending the 8:00 o'clock mass. After the services, the firemen who will number upwards of 2,500, will parade to the Hotel Astor.

His Own Voice

Dr. Akagi On 'Japan Today' On WOR Sunday

Under the direction of Dr. R. Akagi, professor of Japanese history at Columbia University, the Japanese Chamber of Commerce in New York is marketing a series of programs over station WOR on Fridays at 7:45 p.m. under the title of "Japan Today." It is difficult to estimate the stimulus which radio received through the Sino-Japanese conflict through broadcasts both in the United States and the Far East. For many weeks the air has been crowded with the statements and explanations of various authors and propagandists, but this is the first time that either of the contending parties have scheduled a definite radio campaign in an effort to offset unfavorable publicity occasioned by the unofficial war in China and Manchuria.

Liquor Fight Aired In Novel WOR Series

A series of debates on the pro and con of the prohibition referendum is now being broadcast over WOR each Monday at 9:00 p.m. The program is highlighted by the great part that the wet and dry issue will play in the coming presidential conventions, and the many distinguished public men and women have participated. This Monday, Miss Annie Mathews, former Register of New York, will be the first speaker at the Joint Prohibition Educational League, are slated to "air" their views on the subject.

The sponsors, Martin and Rossi, state that mail received has been unusually heated due to the intense feeling on both sides of the temperance fence. Ironically enough, the signature song is "It's Always Fair Weather When Good Fellows Get Together."

300 Kw. Station

Moscow-Scotti, Soviet Russia's newest and most powerful radio station, now operating with 100,000 watts on 700 kilocycles (424 meters), will go to 300,000 watts in 1933, according to Soviet reports. At present Europe's most powerful station is Radio Prague, capable of 200,000 watts.

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A WEEK-END TRIP IN THE CAR? At 7:15 P.M. on WINS '277 THE TRAIL BLAZER tells where to go, what to see, how to get there...
WJZ—Our Daily Food; Counsel Goodbody and Julie Gordon—A. P. Food's Shadow Walk
WPCN—Blanche Terry, contralto
WINS—The Wiffle
10:45 A.M.
WMCA—The Living Newspaper; Martha Morell
WFAB—Betty Crocker; Cooking Talk; Gen. Mills Prog.
WOR—Garden Club of America
WPCN—Gertrude Thomas; Rhine
WAFB—Cafe Gourmet
10:55 A.M.
WPCN—Gene Green; Breakfast Talk
WAB—Keeping Up with Daughter; Silberman-Wilson
WBR—Beauty Questions and Answers; Eugenie, J.J.
WAR—Cafe Information; Gen. Mills Prog.
WAB—Let's Underland; Talk; Drama & Crime
WOR—Advertising
WINS—Making Yourself Fashionable
11:05 A.M.
WNYC—Marx's Espresso
11:15 A.M.
WFAB—Radio Hour
WJZ—Stringing Strings
WABC—The Mystery Chief; S. B. Davis Program
WINS—Angelo Dany: "Blending Goldflutes"
WJZ—The Mastermates; Eva Taylor, vocalist
WABC—Helen Edmundson Roos; Beatrice Farrell
WFCH—Vera Talmian; Sporang
WABC—Collegiate Excursions
WOR—College Art Assn. Series; Prof. John Shapley
WABC—Banded Stringtune; "Going Back to School," Hirs
WNYC—Love's Laboratory
WINS—Maestro Engli: "Swoon of the Heart"
11:40 A.M.
WNYC—Jewish Welfare League
WNYC—Lemonade Program
WJZ—Daily Piano and Piano
WABC—The Real George Washington
WJZ—Daily Work's Chums; Joseph Hilton & Son Program
WABC—The Baritone; Pechkin & Co. Program
WPCN—Carrie Little, comedienne
WINS—Get Out of Nervous
WNYC—Lunch Music
12:05 P.M.
WNYC—Keep In Line
WJZ—Theater on the Air
12:00 Noon
WMAC—Daily Manager; Christian F. Balzer
WFAB—General Electric House Circle, Clara Savage
WABC—Lettie Wonder; grades
WOR—Sherman's Letters' Orchestra
WABC—The Marion Wells
WFAB—Atmopshere News and Program Resume
WABC—Curtiss-Johnson and his Young Orchestra
WOR—Murray Mental Group
WINS—Rudolf Stark
12:05 P.M.
WNYC—The Bachelor Club
WMAC—The Daily Piano and Piano
WABC—The Real George Washington
WJZ—Daily Work's Chums; Joseph Hilton & Son Program
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WFAB—Atmopshere News and Program Resume
WABC—Curtiss-Johnson and his Young Orchestra
WOR—Murray Mental Group
WINS—Rudolf Stark
12:05 P.M.
WNYC—The Bachelor Club

SPESIALS FOR TODAY

4:30 P.M.—WJZ-NBC-Eastern School Symphony.
9:00 P.M.—WJZ-NBC-Sherlock Holmes.
9:00 P.M.—WEAF—Grace Moore.
10:15 P.M.—WJZ-Sigmund Spaeth.
11:00 P.M.—WABC-CSB—Howard Barlow Symphony.

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.
MUSIC IN THE AIR
(Continued from page 2)

afternoon "parian" present Richard Bonelli and Carmela Ponselle.
"Dick" Bonelli, as he is affectionately known, has spent this season concertizing throughout the country. When he resigned from the Chicago Civic Opera a season ago, it was rumoured that he would make his debut in the Metropolitan. But by the Met after the lapse of a year. He is deserving of such recognition, for he is one of the finest singers born in America.

He studied with Jean de Reske in Paris and it was while he was at the Theatre de la Gaité Lyrique with Mary Garden, that he received his contract for the Civic Opera. Driving an auto is one of his favorite pastimes.

CARMELA PONSELLE

Fate frequently reverses good fortune. When the "Ponselle Sisters" were touring the smaller vaudeville houses, it was frequently Carmela who received the "big band." She was most adept at supplying the "barber shop harmony" for the choirs vaudeville audiences relished, and she was the older sister. But it was Rosa whose voice Caruso liked and it was to the pit she chose to sing with him at the Metropolitan. During the years from 1918 to 1925, while her sister was winning ovation after ovation from New York's operafans, Carmela was still tending the boards of vaudeville houses. She had her heart set on an operatic career, and finally, after much study and through her sister's influence, she made her debut there the Met in 1925. Rosa, it is said, always has regretted that the operatic public never accepted her sister's deep contralto voice, as it has hers.


GRACE MOORE

The cinema is the surest of aids for grand opera stars desiring popularity with the public. At least it is seen. Adventurers seeking talent among operatic artists pick those who have frequently been seen on the screen. I am told that the only two opera stars engaged for a regular radio series are Lawrence Tibbett and Grace Moore. Both of them are sponsored by the manufacturers of automobile tires. If gasoline sales keep up as well as has the demand for cigarettes, may be opera singers will be as useful as crooners. Since opera production is being cut and men's work is indicated, supply will be greater, and at reduced rates for radio contracts.

Miss Moore, who like Mary Lewis, came to opera by the route of the musical comedy, co-starred with Tibbett in "The New Moon." She is just at the halfway mark in her series of six appearances, and I cannot believe that the programs are most effective. The dance orchestra doesn't furnish the rest of accompaniment to her aria, and a program, calculated to please the average one who might listen, frequently finds the task cut out for it too large.

JOHN MCMORRACK

John McCormack told me that after his broadcast last Sunday, he was going to sing with the Castelli, Della Chiesa and New New York, composed of unemployed instrumentalists.

It certainly speaks forcefully of the love of men for their profession when artists "at the top" contribute their services to aid sub-

stantially the smaller and less fortunate music. One, the world's John will sail for Rome, second, he is to sing for His Holiness Pius, plus, before returning to his native land—and his estate, "Moore's Abbey" in the "heart of Ireland." He will be in residence with Catholics from all over the world gather at the next Eucharistic Congress in Dublin this summer.

Not many of his admirers know that he is a pianist—and that he would like to be a veterinarian. In Chicago, listening to Stawlosky's last orchestral broadcast via a radio, he gave cues to an imaginary orchestra, not an easy task on that particular program, as you know if you heard it.

OUTSTANDING CLASSICAL MUSIC BROADCASTS OF THE WEEK

Sunday, April 17th

Russian: Sungs, mixed chorus, Basildon Choral Society, WCBS-WABC-4:00 p.m.

Metropolitan Opera: "The Mark of Zorro," WCBS-WABC-11:30 A.M.

Civic Opera: "A Midsummer Night's Dream," WCBS-WABC-1:00 P.M.

Cathedral Choir: "Choral Concert," cincinnati, CBS-WABC-8:30 p.m.


Orchestra: "Rodeo," SYMPHONIC BAND, WABC-WABC-11:00 p.m.

Monday, April 18

The Sing-Along Hour by the U.S. Marine Band, Capt. Walter Braden, director, CBS-WABC-9:00 p.m.

Orchestra: "Chamber Music," King Oliver's Orchestra, NBC-WABC-11:00 p.m.

Tuesday, April 19

Sunday Dinner to the Ear, Lawrence Tibbett, singer, NBC-WABC-6:30 p.m.

Wednesday, April 20

U.S. Navy Band Concert from Washington, D. C., CBS-WABC-4:00 p.m.

National American Radio Chorus, James Conlon, conductor, WABC-WABC-4:00 p.m.

Radio Oratorio: "The Messiah," WABC-WABC-1:00 p.m.

Thursday, April 21

U.S. Navy Band Concert from Washington, D. C., CBS-WABC-4:00 p.m.

CBS-WABC-1:00 p.m.

Orchestra: "Rodeo," SYMPHONIC BAND, WABC-WABC-11:00 p.m.

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Friday, April 22

U.S. Marine Band Concert from Washington, D. C., CBS-WABC-4:00 p.m.

Light Opera Group, Julius Golbin, conductor, CBS-WABC-4:00 p.m.

Saturday, April 23

Columbia Revue, Vincent Sherry's Orchestra, Robert Alan, conductor, WABC-WABC-4:00 p.m.

Theater on the Air, WABC-WABC-11:00 p.m.

Horse Lovers On Air

Horses in boxes—stalls built around the edge of the balcony, their owners and friends will be guests at the Fourth Annual Horse Lovers Dinner to be broadcast over a NBC network this Wednesday evening at 8:00 o'clock from the Hotel Statler in Boston. Scenes that will be described to radio listeners will include the entrance of Governor Joseph B. Ely in a carriage and with a cavalry escort, and the entrance of Major Charles B. Stetson, one of the heroes, accompanied by mounted police officer. Other descrip-

sion and a Cinderella act, featuring a miniature horse, this will include a hunting breakfast scene, a coach drawn by six ponies. Clem McCarthy, NBC sport expert, will be at the microphone.


Niagara Falls has nothing on the thirtieth floor reception room of the National Broadcasting Company's New York studios as a honeymoon resort. During the last month honeymooners have swarmed there. No one seems to have an explanation for the popularity of the place, not even the newcomers.

Ely Colbertson, who speaks directly to his contract bridge followers in an extended radio series just started, already has a newspaper following estimated at more than fifteen million readers.

Colonel Lemuel O. Purpleglo, prolific pro-

nounced to have appeared during a recent broadcast that he had solved a problem that has been a constant irritation to listeners since the in-
ception of radio. Through the use of his recently perfected "Yellbackograph" announcers, crooners and others will no longer be immune from the maddening of their aud-
cences. If a program is unprofitable, a slip of the new device's switch and a listener can communicate such thoughts as "Put me off," "Your terrible," etc. directly to the ar-

tist. Further investigation reveals that the "Yellbackograph" will operate at a time except when the Colonel and Budd are on the air.

Grace Moore, the young Metropolitan Opera star, who is appearing on the Wednesday night Goodyear programs, keeps approximately 250 dresses and 75 pairs of shoes on hand most of the time.

Here is an echo of the crowing contest on the NBC Farm and Home Hour recently between Harry Kagen, conductor and Everett Mitchell, announcer. A letter from Penobscot County, Maine. "There's not a one who can match your voice as the best in the state. Keep up the good work."

"It is now time for that good old "cuckoo clock" bit. A person who heard this program in the winter season heard the same thing over the air, and was heard by a friend in a different part of the state. While on my way home from the show, I heard a cuckoo clock. I told my friend about it, and she called me a liar."

Dad Voohrner, musical supervisor of the "Tune Blenders" and the "Today and Yesterday" presentations, at 17 stepped from high school in Allentown, Pa., into the pit of well-known New York theatre to conduct for a popular Broadway revue. His home town was the scene of many musical comedy openings and while still at school he became a substitute conductor. The leading principal of the show thus became acquainted with a number of New York producers and upon his graduation he was offered a theatre post in the metropol-

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It seems that Mr. Voohrner, who has been heard over the large network less than a year, a recent radio editor's poll showed him to be among the first four male singers in popularity.

Norman Brokenshire, well-known master-

cers.

STUDIO GOSSIP

across an unphotographed portrait of Jacob Ben-

Spark of speaking of rowing machines, heathens tells the story about the man who returned to his department store and demanded his money back. Said he put it in the bank and the darned thing wouldn't float.

Willard Amison, featured tenor of the spring Bath Club series, made his first public appearance as a singer at a large of the Age of Twelve thousand people. His music studies were interrupted when he went to New York preparatory school where he earned his tuition by waiting on table. During his senior year he captained the baseball team.

You have to be versatile to direct a radio program. Among the requests received by Grace Ellis of the G. E. Circle was one asking how to sell a quilt that our ladies had made.

THURSDAY,

Station WEAF 9 P.M. E.S.T.
SPECIALS FOR TODAY

11:00 A.M.—WABC-NBC-Damrosh’s Music Appreciation
3:45 P.M.—WABC-CBS-Dr. E. A. Hooton, “The American Criminal.”
8:00 P.M.—WJZ-NBC-Nestle’s, Mittzi Green.

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.

WJZ—Laurie’s Summer Music
WABC—Tinta Seidel, violnist
WOR—Baron Center String Orchestra
11:15 A.M.

WABC—Russ Column
11:30 P.M.

WMCA—Edie Lane and his Orchestra
WOR—Ray Leeworthy, drums, by George Sounhour
WABC—George Olsen’s Orchestra
11:45 A.M.

WJZ—Commemoration of the 50th Anniversary of the Birth of Fraz Ifoley

WJZ—Ralph Cavallo and his Orchestra
WABC—Bing Crosby
12:00 Midnight

WMCA—WMCA Theater Review
WABC—Larry Kinch and his Orchestra
WOR—Earl Hines and his Orchestra
WABC—Guy Lombardo and his Royal Canadians
12:05 A.M.

WMCA—Cicero—Horseplayers
WABC—Len Silver’s Star Orchestra
12:30 A.M.

WABS—Mekayle Apgar’s Orchestra
WJZ—Larry Funk and his Orchestra
WABC—Joe Rashid’s Orchestra
1:00 A.M.

WOR—Rudolph Humphrey’s Balloon Orchestra
1:00 A.M.

WABC—Dance Marathon
1:20 A.M.

WMCA—Chick Willis and his Orchestra
1:30 A.M.

WABC—Sommers Friedland and his Paramount Orch.
WOR Symphony Orchestra

In response to requests from lovers of the cello, Philip James conductor of the Bamberger Little Symphony, will present a virtuoso of that instrument in his broadcast on Saturday, April 23, which starts at 8:00 p.m. He will be Corneliuss Van Vliet, perhaps one of the best-known artists in the East, and he will be heard in No. 3 on the program—Concerto for Violoncello and Orchestra, Op. 114 in A minor by Saint-Sans.

Master Of The Bow

The composer Corelli is to be eulogized through the medium of Edly Brown's violin in the program of this Tuesday, to be heard from WOR at 9:45 p.m. It will be Brown who will do the solo work in the Concerto grosso No. 8 which opens the program and in the Gavotte (theme with variations) in which he will be accompanied on the piano. The orchestra under the direction of George Stackley will play the Dances by Hamel.

Sweetheart Program

John L. Fogarty, tenor, joins the ranks of WOR's artists in a new series of broadcasts over WOR every Thursday at 9:45 A.M. Assisted by the House Orchestra, Mr. Fogarty will offer a fifteen-minute program of familiar songs. Miss Ruth Jordan will give a short beauty talk during each broadcast.

Bath Day Favorite

What Women Like
For Their Ether Fare

The mode of the species is not alone in his predilection for sports broadcasts. Women like them too—almost as well as they like good music and talk about menus, recipes, child care, health and education on the radio. What women dislike most is to hear other women, delivering either long talks or announcements.

These are among the conclusions in a thesis called "A survey of 1000 housewives in 106 cities in 21 states, prepared by Halley D. Kellogg and Abner Gwalfers of the Wharton School of Finance of the University of Pennsylvania.

The chief objections stated are: women talking and entertaining, and second, too much advertising. About 68 per cent of those replying stated they had been benefited by radio programs, the services they appreciated most being dinner, recipes, child care, health and education.
**Friday Program Continued**

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<td>WABC—Manning Deviations</td>
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<td>6:45 A.M.</td>
<td>WNBC—Ravenhill—Chorus</td>
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<td>7:00 A.M.</td>
<td>WOR—Ravenhill—Chorus</td>
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<td>WNBC—Handel—Chorus</td>
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*Programs for Saturday, April 23rd*
LEARNING YOUNG

Hollywood's New Exodus

(Continued From Page One)

an infant she was carried onto the stage by her parents, actors in a stock company. As a girl she was born between two ambitions—she wanted to be a cowgirl or a poetess. She continued by writing poetry while she attended a convent, but the Good Sisters advised her to become an artist after reading some of her inspirational outbursts.

She was seven years old when she made her screen debut and since then has worked steadily in pictures. Harold Lloyd saw her with her hair "done up" for the first time and thought she looked like a swell comedienne. The result was that he made two hundred comedies with her. When Jesse Lasky gave her a contract to make feature pictures she bad hysteries. She was tired of being funny.

Boe Daniels in private life is Mrs. Ben Lyon and the mother of an infant daughter, who, since birth, has been photographed in every conceivable pose by newspaper photographers. Miss Daniels is also one of the wealthiest movie stars. Once she announced that if she ever left the screen she would go in for interior decorating—but that was B. R. (before radio). She owns three houses in Hollywood and supervised the interior decoration in each of them.

The money was made in real estate and she is known as a shrewd businesswoman.

Her main regret in giving up movie work to go on the air in New York would be having to live elsewhere than in Southern California. Her life there is a pleasant, leisurely one which would not be possible in New York. Every morning she goes for a swim and exercises on the beach. Her sports include fencing, golf, riding and aqua-planing.

She claims that a singing lesson is good exercise too—and she should know, for she studied singing vehemently and fiercely until she was under contract to RKO. That was after Paramount let her out and all indications were she was through in the movies.

It is only natural that Miss Daniels should turn to radio work. She is related to Leil de Forest, inventor of the vacuum tube, one of the outstanding inventions in the entire history of the communications art.

Having been a star for so many years and interviewed so often, there is little about her private and business life that has not been ferretted out. In fact, she claims that she is one actress in Hollywood who never had any secrets because she couldn't keep newsworthy secrets from the newspapers. However, most of the stories about her in newspapers and in newsmagazines have dealt with accidents she suffered while performing, in private comedies she seemed to always get hurt; ribs breaking, fingers smashed, forehead cut. Several times she was left in hops because of injuries received during production, but she never lets her part of her work go ungrinned at. Of late she has been very much the prima donna in films—RKO having considered her one of their greatest bets and as such, caring for her welfare.

At least if she concentrates on radio work she need not (or broken limbs or scratched and bruised portions of her anatomy. The only agony suffered before the microphone is mental and spiritual and she has had too much mind experience to go through that again.

Of herself, Miss Daniels says: "People want to know these things in public life—so I have written out every possible item of interest I could think up about myself. Here goes."

"My favorite dish is spinach. I like lamb chops, lobster and almost every kind of stew. Frankfurters are fine but I can eat them if they're served with my meals. I like fruit, especially Fourth of July, red, green and white colors and usually life and poppy seed. "I find happiness in being busy. I like dogs, but no one has yet been able to sell me a dog. I don't care for goldfish. Besides one Rolls Royce, I own two Fordas and a couple of the time."

"My pet enemy is using paper napkins for tea parties."

In his family, Miss Daniels has a collection of swords which date from the twelfth century and which is one of the most valuable in the country.

THE RADIO'S MOST PERSISTENT LOVERS

Ned Wever and Elsie Hitz, hero and heroine of the Love Story program heard over the Columbia network every Thursday at 9:30 p.m., met each other for the first time about three years ago. Since the time Wever has proposed to Elsie in the neighborhood of 200 times.Only once has the ardent suitor been rejected, which makes a pretty high batting average for Ned. Every conceivable barrier has confronted the lovers: jealousy, misunderstandings, petty fights, parental frowns, scheming of villain, and the clash between love and duty, wealth and poverty, blue blood and humble stock. But love conquers all and at least 179 times Elsie and Ned, in imagination have walked down the aisle together to the strains of Mendelssohn. For they are radio's perfect lovers—and they are not husband and wife.

During the past three years they estimate that they have played opposite each other at least 200 times. Out of these they have appeared in approximately 100 as husband and wife and as their difficulties were purely domestic. But the rest of the time, they have been young lovers with many and various complications.

The programs in which they have appeared include the True Story Hour, Detective Story Hour, "The Shadow," the Radio Crime Club, the American School of the Air, and the Blue Coal Radio Revue.

Bordoni and Valle

Irene Bordoni, black-haired, flash-eyed musical comedy star, will begin a series of her first guest appearances with Rudy Valle on the "Frichehman" show Thursday night over NBC at 8:00 p.m. Miss Frichehman will present new repertoire of songs with Rudy and his orchestra.

The Editor's Mail Box

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

Florence M. Anderson—"The Street Singer," Arthur Tracy, plays the accordion heard on his broadcasts. We have never heard of a "lady accordionist" on the air.

C. F. A.—The Sinclair Weiner Minstrels are presented over the NBC studios in Chicago. The laughter and applause heard on the broadcast is regulated by the regular Saturday night visitors to the studio.

Mrs. Lillie Humphrey—Grace Wilson is now in Chicago, broadcasting regularly from WLS, WCFL, and other local stations.

Mrs. J. R. Wilds—The parts of "Marlon and Jim" on the Snackouts program are taken by Marlon and Jim Jordan. Merrill Fugit, (Pearl), Eunice Howard (Marie) and Carlton Kadelt (Red) are heard on the "Hollywood Marie" program presented from the Chicago NBC studios.

G. M. D. C. W. Ed—"The Dutch Masters program has been withdrawn from the air.

Victoria Ishii—Amos 'n Andy's theme song is "Perfect," and Mr. Smith is the father of Alfred E. Smith. Bing Crosby, who is married, is married to Dixie Lee, was christened Harry Lillis Crosby.

Mrs. Constance M. Neume—Grace Ellis, hostess of the General Electric NBC program, is really Virginia Gardner, dramatic actress, and the voice of a movie program presented from the NBC New York studios.

Teresa Catalano—For a photograph of Rudy Valle, write in care of the National Broadcasting Company, 711 Fifth Ave., N. Y.

B. A. L.—Jack Arnold of the CBS "Myrt and Marge," skit, otherwise known as Vinton Howard, is not "Don Certifright" on the NBC and Betty broadcast. "Myrt and Marge" is presented from Chicago, while the Don and Betty program originates in N. Y.

Julia Figgizotz—Russ Colombo is now making an extended tour under RKO auspices. His early return to the ether is predicted. "Done in the know. He is not married. Write him at NBC, 60 West 57th St., N. Y.

B. Rigs—The Four Sisters are aged twenty-five (Martha), twenty-three (Connie) and twenty-one (Vet).

E. J. Y.—After six years of broadcasting, The Three Doctors, Russell, Pratt and Sherman, are off the air. Doubles, some wise sponsor will snap them up in the near future.

Eckener On Zepp

Dr. Hugo Eckener, master of the Graf Zeppelin, will be heard in America over NBC networks this Sunday, in a discussion from Berlin, Germany, of plans for regular airship passenger traffic. Eckener's talk will have a short description of the Friedrichshagen Zeppelin Works by Elmer M. Borton, and a concert by the Works Band. The program will be heard from 2:00 to 3:30 p.m.

Cortelyou On Depression

George B. Cortelyou, President of the Consolidated Gas Company of New York, will discuss "Economic Depression" for a special broadcast of the Great Personalities series on NBC this Tuesday at 3:30 p.m. The broadcast will appear in place of Frazaud Winn, whose last broadcast before he left for a world tour aired April 22nd.
SPECIALS FOR TODAY


8:00 P.M.: WJZ-NBC-Danger Fighters

8:30 P.M.: WEAF-NBC-“Agricultural Stabilization.”

9:00 P.M.: WEAF-NBC-George Prayor; his Band


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.
THE FIRST NIGHTER, in the person of Charles P. Hughes, accompanied in his box by Miss Ruth Wenter, 1932 Radio Queen, is shown congratulating June Meredith, the star, after an opening night at "The Little Theatre Off Times Square."