

Long Wave
Short Wave
News Spots
& Pictures

MICROPHONE

THE ORIGINAL U.S. NEWSPAPER'S RADIO

5
Cents
the Copy
\$1.50 Year

Vol. III, No. 20

WEEK BEGINNING MAY 19, 1934

Published Weekly

This and That

By Morris Hastings

THE PROGRAM presented by JASCHA HEIFETZ, amazing violinist, on the "Hall of Fame" broadcast last Sunday, gives point to a complaint, recently voiced in a letter to The MICROPHONE.

The correspondent protests the waste of first-class talent on "so-called popular programs."



MR. HASTINGS

He cites as example the recital of LUCREZIA BORI, Spanish soprano, who, he writes:

"I admire as an artist. But," he continues, "she was slated for such a program that I didn't turn

on my radio at all."

The same sentiment, unfortunately, may be expressed in connection with the HEIFETZ program. With a vast field of distinguished and unbackneyed violin literature to choose from, the violinist selected four pieces that are, to put it mildly, run of the mill.

Our correspondent's word "waste" is the only proper word for it.

Who is to blame? Assuredly not the artist, because any artist worthy of the name—both BORI and HEIFETZ are decidedly so—prefer to play music that matches their talent. But they didn't, not over the radio.

The clear assumption is, then, that the sponsor is in the woodpile. It was he, we must believe, who urged Mme. BORI and Mr. HEIFETZ to play "something simple." Remember, I can almost

(Continued on Page 15)

New Communications Bill Is Passed; Senate Rejects Wagner Amendment

Review of U. S. Fleet On the Air

Two announcers and two engineers will join the Navy temporarily beginning May 23 so that President ROOSEVELT's review of the battle fleet off Ambrose Light, New York, on May 31, may be fully described for the radio audience.

The broadcast of the review will be heard over the NBC-WJZ network at 11.45 P. M. on May 31.

In order to prepare for the broadcast, WILLIAM LUNDELL and GEORGE HICKS, announcers, and two engineers will fly to Guantanamo where they will join the fleet, which will sail North from Cuba two days later.

A total of eight announcers will be used to complete the picture of the Presidential review and the fleet's arrival in New York harbor. LUNDELL will be aboard the U. S. S. California, flagship of the battle fleet, and HICKS will be aboard the Saratoga, the aircraft carrier.

The U. S. S. Indianapolis will serve as the President's reviewing stand and aboard the cruiser with the President will be JAMES WALLINGTON and CARLTON SMITH, who announces all Presidential broadcasts.

As the ships move up New York harbor and the Hudson river, their progress will be reported by FORD BOND from the roof of the Whitehall building

(Continued on Page 15)

Radio Audience Gives \$65,000 to the Fund for N. Y. Philharmonic



LAWRENCE GILMAN, music critic of the New York Herald-Tribune, who acted as commentator during the broadcasts of the New York Philharmonic this season.

The radio audience has contributed more than \$65,000 to the New York Philharmonic's recent drive for funds to assure the continuance of that orchestra.

The campaign goal was announced as \$500,000. But in less than three months it went over the top by \$2,559, those in charge of the drive announced last week.

Of the sum contributed by the radio audience, \$17,000 came as response to the broadcast on the

birthday of TOSCANINI, conductor of the orchestra.

In response to Dr. WALTER DAMROSCH's plea to the radio audience during the intermission of another concert that each one listen-

(Continued on Page 13)

One Board For Radio, Telephone

By ARTHUR HACHTEN

The MICROPHONE'S Washington Correspondent

Without a record vote the United States Senate has passed the DILL bill creating a new commission to have jurisdiction over the radio, telephone and telegraph industries.

The DILL bill, sponsored by Senator DILL (D) of Washington and which now goes to the House for its consideration, would establish a commission of five members to take over all of the duties now held by the Federal Radio Commission over radio and those of the Interstate Commerce Commission over telephone and telegraph companies.

By a vote of 42 to 23, the Senate rejected an amendment by Senators HATFIELD, (R) of West Virginia, and WAGNER (D) of New York, requiring that 25 per cent of all radio broadcasting channels be allotted to education, religious, labor, agricultural and other non-profit-making associations.

Senator DILL, opposing the WAGNER-HATFIELD amendment, suggested a more feasible plan would be for the commercial broadcasting companies to be required to allot a fair proportion of their time to programs of non-profit-making educational institutions.

(Continued on Page 15)

Contents

News Flashes Box	Page 1
Report from the New York Philharmonic	Page 1
Education Committee asks President ROOSEVELT to supervise advertising on the radio	Page 3
DAVIDSON TAYLOR, announcer for the New York Philharmonic broadcasts, tells about some interesting visitors	Page 3
Station Directory	Page 4
Educational Box	Page 4
Radio Lane	
by JIMMY J. LEONARD	Page 5
Studiosity by LES TROY	Page 5
Editorials	Page 5
ROLLO HUDSON, conductor	Page 7
WEEI Page	Page 11
Police Radio Box	Page 12
Community singing on the radio	Page 13
Short Wave Directory	Page 13
Reflections	
by DIANA HERBERT	Page 15
Nimblewits	
by EVERETT SMITH	Page 15
'A Human Alarm Clock	
Back Cover	

"Our Elsie" to be on Air

ELSIE FERGUSON, famous star of the stage and screen, known as "Our Elsie," will give a series of three guest performances on the Family Theatre program, heard over the Columbia-WABC network, beginning Sunday evening, May 20, at 9.

For her radio debut Miss FERGUSON will be heard in a scene from DUMAS' famous play, "Camille."

In her subsequent appearances Miss FERGUSON will bring to the air outstanding scenes from plays in which she has dramatized characters with success. LAWRENCE HOLCOMB will direct her radio presentations.

ELSIE FERGUSON has enjoyed a brilliant career on the stage and later in the silent films.

The songs of JAMES MELTON and the music of JOSEF PASTERNAK will be heard on the same program.

News Flashes

A.M.
7.15 WNAC
8.00 WAAB WEAN WLBZ WNBH
10.45 WBZ
10.30 WFAF Network (Tues., Thurs. 10.45)
10.45 WJZ Network

P.M.
12.01 WBZ
12.20 WNAC
1.30 WEAN WICC WFEA WORC WLBZ WNBH
3.00 WAAB
6.00 WNAC WICC WFEA WORC WMAS WLBZ
6.30 WEAN WNBH WTAG
7.00 WAAB WLBZ (Sat. 6.45)
9.45 WAAB
11.00 WNAC WEAN WICC WFEA WORC WMAS WLBZ WNBH WTAG
11.00 WBZ WFAF Network
11.30 WFAF Network
WJZ Network (Wed. 11.45, Sat. 11.30)

SUNDAYS

A.M.
8.45 WNAC WEAN WICC WFEA WMAS WLBZ WNBH
11.00 WBZ WFAF-WJZ Network

P.M.
6.00 WNAC WEAN WICC WFEA WLBZ WMAS WORC WNBH
6.45 WAAB
9.45 WAAB
10.45 WBZ
11.15 WNAC WICC WFEA WORC WMAS WLBZ WNBH WTAG

Champions Broadcast

Well-known figures in the world of sports will take part in a special hour program broadcast over the CBS-WABC network this Saturday, beginning at 8 P. M.

Boxing will be represented by PRIMO CARNERA, heavy weight champion of the world; JIMMY MCLARNIN, world's welterweight champion, and BARNEY ROSS.

The two latter probably will make some predictions about the fight in which they will face each other on May 28th.

JOE MCCARTHY, manager of the New York Yankees, will speak for baseball.

BENNY FRIEDMAN, football coach of C. C. N. Y. and himself a famous star of the sport, will talk about football prospects for next Fall.

CBS expects that GENE SARAZEN and ELLSWORTH VINES will represent golf and tennis respectively.

Pictures

VI BRADLEY, contralto and pianist of the FBC network	Front Cover
THELMA GOODWYN, vocalist with HUDSON's orchestra	Page 2
DAVIDSON TAYLOR, CBS announcer	Page 3
H. V. KALTENBORN, news commentator	Page 4
FRED WARING	Page 5
GRACIE ALLEN	Page 5
JASCHA DAVIDOFF, Russian basso	Page 6
ROLLO HUDSON, conductor, PAUL KEAST, baritone, THELMA GOODWYN, vocalist	Page 7
GRETCHEN DAVIDSON, radio ingenue	Page 8
FRANKLIN ADAMS, hero of the "Skippy" sketches	Page 10
MARION CLAIR, soprano	Page 12
JOY LYNNE, singer	Page 14
DON VOORHEES, orchestra leader	Page 15
ARTHUR BAGLEY, "the human alarm clock"	Back Cover

Education Committee Asks Roosevelt Control Radio Advertising

Report Says Ads Beyond the Bounds

Because "undesirable radio advertising has exceeded reasonable bounds," President ROOSEVELT has been asked by the National Committee on Education in Radio to assume the leadership in effecting a control of radio advertising.

Such a control would apply both to the amount and the kind of advertising copy, according to an article appearing in *Editor & Publisher*.

"The government," reads the report presented by the committee after a two-day session in Washington, "should cease incurring expense for the protection of channels for the benefit of private monopoly without insuring commendable programs satisfactory to citizen listeners.

"Because undesirable radio advertising has exceeded reasonable bounds," the resolution adopted by the committee states, "both in regard to the amount and more especially the kind of copy, we urge that the study also include the possibility of government regulation, including the censorship of advertising."

The committee on education also made suggestions as to how radio might bear the cost of its own control.

One system proposed by JEROME DAVIS, of the Yale University Divinity School provides that each sponsor would be allowed to mention the name of the product he advertises with four additional words free of charge.

Any additional advertising time up to 30 seconds would be charged for at the rate of 25 per cent of the total paid by the advertiser to the radio broadcasting company.

If time over 30 seconds were used the charge might be from 50 to 100 per cent of the total.

CHARLES A. ROBINSON advocated a law providing for times of day when every station would be free from advertising and yet present a variety of programs.

Vivienne Segal Comes To Radio

VIVIENNE SEGAL, lyric soprano of the stage and screen, will be the featured soloist of the "Accordiana" program, heard over the WABC-Columbia network on Tuesday at 8.30 P. M. Her engagement will begin on Tuesday, May 22.

Miss SEGAL has recently appeared in "Music In The Air" and "The Cat and The Fiddle," two Broadway productions.

Change In Byrd Program

The weekly broadcasts to and from the BYRD Expedition, which have been heard every Saturday over the WABC-Columbia network, will be shifted to Wednesday evenings from 10 to 10.30. The last Saturday night broadcast will be the opening of the World's Fair on May 26, at which Admiral BYRD will assist by remote control.

Many Visitors Brighten Lot of CBS Symphony Announcer

Jean LaGuardia Asks to See Fireman

By DAVIDSON TAYLOR

IN THE LITTLE booth where the Columbia announcer and engineer handled this year's Philharmonic-Symphony season from Carnegie Hall, we had many charming visitors.

GERALDINE FARRAR came one day, looking lovely and wearing crystal balls for buttons.

Musical figures such as DEEMS TAYLOR, WALTER DAMROSCH and GEORGE GERSHWIN have been with us too, watching the conductors from our window overlooking the stage.

But our most delightful guest was little JEAN LA GUARDIA, five years old. She came the day her father, New York's mayor, was to speak, and sat in my lap while I followed the score of the BRAHMS Double Concerto.

"Who's that man?" she asked, pointing at Hans Lange. I told her he was the conductor.

"That's funny," she said. "I didn't know all those people were down there. I've been in Carnegie Hall before, but it didn't look like this. And I've been in a radio station too, but it wasn't like this one."

"This is a control room," I told her. "Maybe you've been in studios."

"Have they any banjos in the orchestra?" she asked. I had to disappoint her.

"When I get big," she told me, "I'm going to play accordion and piano. And what do you call this man?" She indicated the control man behind my shoulder.



DAVIDSON TAYLOR, CBS announcer who last year announced the broadcasts of the New York Philharmonic Orchestra.

"He's an engineer."

She laughed and said, "That's funny. It's like a train. You have an engineer and a conductor. Where's the fireman?"

Then I got her autograph. She printed on one line the letters L, A and G. On a second line she printed U and A, then added an R by making a D and putting two huge tails on it. D and I brought her to the end of her third line, so she went back and printed the final A before the D. This pleased her very well, and I prize it.

Everyone was interested in watching the faces of the directors. The ivory and silver colored head of TOSCANINI put one in mind of LAWRENCE GILMAN's having said:

"I think the secret of his

A Toy Trumpet Fascinates A Maestro

greatness is that he's a priest."

He meant to praise the Maestro's passion for perfection. At one concert we had five famous conductors backstage. ERNEST SCHELLING was around; it was one of his programs for the youngsters.

Mr. TOSCANINI was on hand as well. DEEMS TAYLOR was present to direct his "Circus Day" suite, and HANS LANGE had come as always because he loves the orchestra, which responds by loving him. BERNARDO MOLINARI was visiting, and he had a tiny trumpet, hardly seven inches long, which he was taking back to Italy.

TOSCANINI was fascinated by this instrument as a child is with a new toy. His hands trembled as he put the trumpet to his lips and tried to make a tone on the little mouthpiece.

When he could not, he called:

"Glantz! Glantz! Where is Glantz? It is a piccolo trumpet."

The first trumpet player of the Philharmonic-Symphony came out and held the instrument appraisingly.

"It's tuned in high B-flat," Glantz said.

"Play!" said Toscanini imperatively, his eyes sparkling like those of an eager child. "Let's go in here."

They went into a dressing room and closed the door. From behind the panels we heard the thin, true notes of the minim trumpet, and the happy comment of the great director.

The National Spelling Bee Is on the Air

Finals of the 10th annual national spelling bee for elementary school children, conducted by 23 daily newspapers of the country, will be broadcast over the CBS-WABC network Tuesday, May 29, at 12.15 P. M.

The competition will be held in the auditorium of the new National Museum in Washington, D. C.

Elementary school champions from Maine to Nebraska will take part in the finals after competing in sectional contests. The national champion will be awarded \$500 with no conditions, but the sponsoring newspapers will recommend that it be used for higher education. The second award will be \$300 and the third \$100.

Dean GEORGE B. WOODS of American University will be chairman of the bee, while Dean C. E. HILL of George Washington University and Dr. H. E. WARNER of the District of Columbia public schools will serve as pronouncers.

The national competition is under the direction of DONALD MCWAIN of the *Louisville Courier-Journal*.

Roosevelt Speaks On Sunday Noon

President ROOSEVELT will address the joint session of Congress in commemoration of the 100th anniversary of the death of LAFAYETTE. The program will be heard over the combined networks of the NBC and Columbia on Sunday, May 20, at 12 noon.

A message from President LEBRUN of France will be read by the French ambassador to the United States, ANDRE de LABOULAYE. Music will be played by the United States Marine Band.

Stribling Is Interviewed

T. S. STRIBLING, American novelist who was awarded the PULITZER Prize several seasons ago, will be interviewed about his new novel, "Unfinished Cathedral," over the CBS-WABC network on Tuesday, May 29, from 4.45 to 5 P. M.

Fight Note

BEN GRAUER, NBC announcer, thinks he has the low down on the forthcoming fight between CARNERA and BAER. BEN introduced both over the radio, and asked each for some inside dope. "It's in the bag," each fighter whispered. "I'm going to knock that guy's block off."

Broadcast of I. C. 4-A Meet In Two Programs on CBS

The 57th annual I.C.A.A.A. track and field championships will be broadcast over the WABC-Columbia network on Friday and Saturday, May 25 and 26, from Franklin Field, Philadelphia. The Friday broadcast will be heard at 4.30 P. M. and the Saturday programs will begin at 3 and 4.30 P. M.

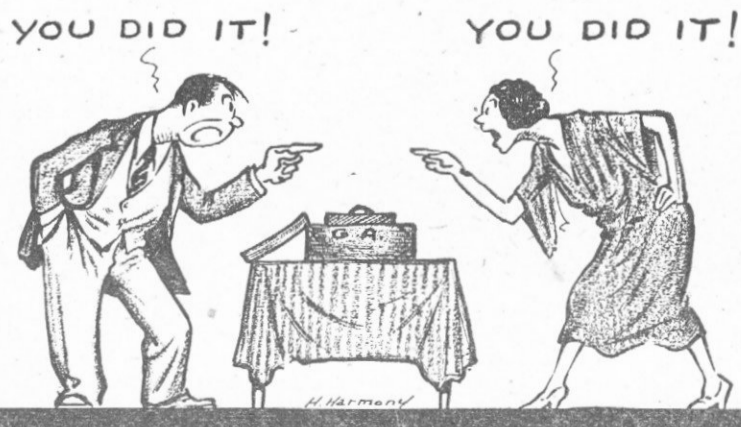
Six hundred and four athletes from 36 universities and colleges will compete for the team trophy, with entries from every section of the country. The University of Southern California, champions for the past three years, will not defend the title. Seven individual champions from 1933, including one dual winner, BILL BONTORON, of Princeton, will attempt to renew their honors.

The Friday broadcast will be devoted to qualifying heats and interviews with coaches, officials and experts.

On Saturday the events to be described will be the 200 meter hurdles, semifinals and finals; the 110 metre hurdles, the 100 metre dash, and the 400, 800, 1500 and 3000 metre runs.

Because of the small delegation from the West Coast the East has a chance this year to win back the championship which was last held by Yale for the East.

Just In Case



GEORGE BURNS and GRACIE ALLEN arrived in New York from Hollywood the other day. They made the trip without losing anything except a small suitcase. But they finally found it. GRACIE discovered it packed in a larger one by mistake.

For Southern Listeners

The programs of WFAF or WJZ may be heard over:

- WFLA-WSUN Clearwater, Florida
- WSB Atlanta, Georgia
- WSMB New Orleans, La.
- WOAI San Antonio, Tex.
- WSM Nashville, Tenn.

The programs of WABC may be heard over:

- WQAM Miami, Florida
- WJSV Washington, D. C.
- WBT Charlotte, N. C.
- WTAR Norfolk, Va.
- WBIG Greensboro, N. C.

Middle Western Listeners

The programs of WFAF may be heard over:

- KSD St. Louis, Mo.
- KYW Chicago, Ill.
- WMAQ Chicago, Ill.
- WTAM Cleveland, Ohio

The programs of WJZ may be heard over:

- WENR-WLS Chicago, Ill.
- WGAR Cleveland, Ohio
- WJR Detroit, Mich.

The programs of WABC may be heard over:

- WBBM Chicago, Ill.
- WHK Cleveland, Ohio
- WCCO Minneapolis, Minn.
- KMOX St. Louis, Mo.
- WHAS Louisville, Ky.

NOTE: Outstanding local programs of these stations are regularly listed in THE MICROPHONE.

Radio Lane

By Jimmy J. Leonard

NOW THAT the good ole Summer time is rolling steadily upon us, we are assured of many fine noonday programs over both important chains. While we are lolling on the sandy shore, or at our office desks, we may listen to many of the big-time commercials broadcasting their wealth of stars while the sun is still high in the heavens.

This attitude is amazing when you consider that last year at this time the Summer afternoon spots were junk. But apparently the Showboat sponsors think they are missing much of their audience during the humid evenings and are out to get the listeners coming as well as going. Their afternoon shows begin on May 18 with ANNETTE HANSHAW guest starring. Other big accounts are due to follow; or so the audition chamber tells us.



FRED WARING

FRED WARING, FORD's radio showman, is one of the highest paid persons on the air. At least the highest paid band man. It has been stated that he gets \$10,000 a broadcast. FRED will play any type of musical composition but one. And that one composition sends a morbid fear racing through his blood. It is from GRIEG's "Peer Gynt," termed "Aase's Death," which is a morbidly beautiful lament.

Hear ye, owners of trusty tennis racquets! ELLSWORTH VINES, Jr., TILDEN's famous protege, will take to the air this Sunday. He will give a 15 minute chat.

Don't say I didn't tell you last month that the Casa Loma orchestra wouldn't be long on the air when they added a harp and other such instruments to a great hotcha band. You can imagine DUKE ELLINGTON replacing strings for brass and expecting to capture Harlem's undying love. Anyhow, the Casa Loma sponsors are shopping about for new game.

MARY PHILLIPS, the little Providence girl who is etching a name for herself in Radio City, came to town last Sunday and set the Boston network afire for the Fox spot. It's grand to see a New England lass push herself ahead without the customary arrogance of the average radio girl. Talent tells.

RUBINOFF, CANTOR's own RUBINOFF, is being sued by two blondes. One is his wife, who insists on a fourth of his earnings. The other, alleged to be a jilted violet, demands \$100,000 heart ease. RUBINOFF paid income taxes on the basis of \$260,000 earnings for 1933. He also must pay his musicians.

ADMIRAL BYRD will officially open the World's Fair with his little button at the South Pole Saturday. Thence onward, his Saturday eve spot will be changed to Wednesday evenings at the same o'clock.

Here's a couple of far away dates that should be left open. The BAER-CARNERA battle will be broadcast. As far as we know it will be shot over both NBC chains on the night of June 14.

And don't blame us if you fail to hear England's Queen MARY when she sends her best wishes, as she breaks a bottle over the nose of a great Cunard liner. This will be on September 26.

All the fine announcers aren't in New York or Boston. MAURY LOWE is a Providence announcer who is predestined to do big-time jobs shortly.

THE ORIGINAL U.S. NEWSPAPER'S MICROPHONE

VOLUME III Saturday, May 19, 1934 NUMBER 20

Publisher, JOHN K. GOWEN, Jr. Business Manager, PHILIP N. HOBSON Editor, G. CARLETON PEARL Managing Editor, MORRIS HASTINGS A weekly newspaper, The MICROPHONE is published every Saturday at Boston, Massachusetts, by The MICROPHONE, Inc.

Entered as second class matter August 11, 1933, at the post office at Boston, Massachusetts, under the Act of March 3, 1879.

The MICROPHONE will not be responsible for unsolicited manuscripts unless they are accompanied by return postage.

Subscription for one year, \$1.50 postpaid. Single copies, five cents each. Advertising rates on application to the Business Manager.

Offices, No. 34 Court Square, Boston, Massachusetts.

Telephones (connecting all departments) LAFayette 2860 and 2861.

New Deal In Radio

WHEN RADIO generally was regarded as entertainment for a casual hour and not much else, it had its seasons, like the theatre. Winter found it at the height of its popularity; Summer saw it taking a vacation with most of the rest of us.

This year there is a new deal in radio, as it enters its biggest Summer. The entertainment feature persists, but information increases. News flashes, however newspapers may view them, become increasingly vital to a listening public that has had a taste of news while it was news, and insists upon having such service continued.

Fewer people may read newspapers in the Summer; they realize that the farther they travel from their city residences the later they get an earlier newspaper edition. To radio, there is no transportation problem; news by air reaches the Summer cottage, the boat, the automobile on the open road as rapidly as it reaches the apartment.

This Summer finds more radio sets in use than ever, more popular programs continuing than ever.

Depression taught millions perforce that they could be entertained and educated by the loud speaker. Now that many citizens are financially able to get about once more, they are taking radio with them, because nothing else gives them so much for so small an investment.

Welcome, Stranger!

IN RECENT weeks, The MICROPHONE has added many thousands of readers in the South and Middle West. It welcomes them all, and will serve them to the best of its ability. In some sections, it may be necessary for readers to be patient for a week or so until distribution problems are solved, in order that delay in receipt may be avoided. Interested readers can be of great help by reporting undue delay direct to The MICROPHONE, at No. 34 Court Square, Boston.

Summer Radio-'First Lady' On Air For \$3000

By DICK TEMPLETON
New York Correspondent

RADIO FARE this Summer will be the best it has been since radio bowed in as competition to the funnies and the corner movie theatre. For exactly 13 major radio advertisers who generally drift away from the airways during June, July and August already have told NBC that they will be present and accounted for on the air during the Summer.

This has real significance. More and more of them are finding out that if a program gets results in the Winter it will do the same thing in the Summer. But that is only one reason. Another is that the advertiser who disappears from the wave lengths for the Summer comes back to find that his choice hour is gone the way of all flashes and that some other program is in the spot he once had.

And the networks are passing out mighty few "rain checks," which they call options for the programs which want to return in the Fall. One

of the few that will come back after a Summer vacation will be the GEORGE GERSHIN show, because arrangements already have been made to do so.

Talent is being improved rather than being cheapened, too, for the Summer. The Family Theatre of the Air, for example, will present the famous ELSIE FERGUSON, not for one guest appearance, but for three successive programs. JOSEPH PASTERNAK, a great conductor, replaces BILLY ARTZT as maestro of the hour. DURANTE's material is being steadily improved, and the Hall of Fame show is still outdoing itself in trying for the biggest names in screen and concert fields.

Biggest smash of the year is the new program featuring FLOYD GIBBONS, which presents Mrs. FRANKLIN D. ROOSEVELT—marking the first time in history the First Lady of the Land has appeared on a commercially sponsored program. She is reported to have received \$3000 for her part in the program.

If this is a radio precedent, the lads who are planning

short wave broadcasts from Europe such as the proposed HARRY LAUDER, one-time guest appearance may bob up with such paid guest stars as BENITO MUSSOLINI, ADOLPH HITLER and RAMSAY MAC DONALD. Mrs. ROOSEVELT has broken the barrier.

Word comes from CHARLES J. V. MURPHY, the radio production man with the BYRD Expedition.

"An advantage of living in the Antarctic is we don't have to worry about where we're going to spend our Summer vacation."

Studiosity

By Les Troy

A COUPLE of weeks ago a cabled item from London related the details of the annual funny-story-telling championship of England. It seems that every year a convention of comedians and humorous speakers gathers before an English audience, and each one tells one funny yarn. The one who makes the audience laugh the most is declared the winner.



GRACIE ALLEN, in profile

This year the first prize was given to a story about the superintendent of an insane asylum. When asked by a rich patron how the inmates liked their new swimming pool, he replied: "Very much, sir. They enjoy the diving particularly. But they'll find it much better next week when we put the water in it."

And just two years ago GRACIE ALLEN told GEORGE BURNS, during a broadcast:

"Oh, George. We have a new swimming pool at our place, and we have such a good time jumping and diving in it. But we're going to have more fun next week."

GEORGE: "More fun next week?"

GRACIE: "Yes, my Uncle is going to put water in it."

And that seems a further indication of the tardiness of our friends across the sea. But it was a good joke, anyway.

ANNETTE HANSHAW, who sings bluely on the Showboat Program, is this week publishing a book of children's stories. It will be called "The Twilight Hour." GLUFFY sent us this little item. He has been seen in various publishing houses around the big city during the past week.

To go back to jokes: Anyone who is tired of the "new" jokes which radio comedians are at present in the habit of pulling on their unsuspecting audience can find a considerable amount of relief, if they must listen to something funny, in a program by the LANDT Trio and WHITE. It happens early in the morning, at 9.15.

These four conceived the idea of telling the worst joke of the week. We, who have heard so many "best" jokes, may not be able to tell the difference and the earliness of the hour may have some effect on both the artists and the listeners.

As for myself, I roared with laughter from the time I tuned in until I shut my set off. Sometime I intend listening to the program.

The other day the NBC photo department thought they would "tone" their photographs. So they took a Kirshan prayer rug out of FRANK BLACK's office and posed a comely young singer in front of it. But when the photo was printed it looked as though the songstress was standing in front of a large crowd. They didn't use the print.

To Subscribe to The Microphone

Fill out the blank and mail with cash, money order or check to The MICROPHONE, 34 Court Square, Boston, Mass.

(Please print)

Name.....

Street.....

City or Town.....

State.....

(Subscription \$1.50 per year, postpaid)

Silver Dust Programs Are Designed to Attract All of the Family

Programs Must Have A 'Variety'

By JUNE AULICK

The chief fascination of performing for radio audiences lies in the fact that every program is different, according to ROLLO HUDSON, former Bostonite, who leads the Silver Dust orchestra three nights a week on the CBS-WABC network.

"Even if some numbers are repeated," explains Hudson, "a complete schedule is never entirely the same as it was at some other time. When a program is finished, that is the end of it. We begin to plan immediately for the next program, and this keeps us constantly interested and on our toes."

The Silver Dust programs, which feature PAUL KEAST, baritone, and THELMA GOODWYN, soprano, with HUDSON'S orchestra, afford even greater chances for variety than do most similar musical broadcasts.

Concert music is played on Saturdays; popular melodies on Thursdays, and a fireside program of sentimental melodies, old and new, is offered on Tuesdays from 7.30 to 7.45 P. M.

This series is believed to be the only one on the air employing such a set-up to lure every member of the family to the loud speaker.

ROLLO HUDSON, like many other radio orchestra leaders, frequently symphonizes jazz tunes, but it is the concert program which he most enjoys because it is the most difficult to put over.

Selections that would form a typical Saturday night program include SCHUBERT'S "Marche Militaire," and "Serenade," by MOSZKOWSKI, as orchestral offerings; MOYA'S "Swing Along," for Miss GOODWYN, and "Old Man River" for KEAST.

Lasting Music

"Carioca" is probably one of the few modern compositions which will last," declares Maestro Hudson.

"Jerome Kern's 'Old Man River' will survive as long as there are singers, and among other modern composers likely to achieve immortality through their melodies are Victor Herbert and Sigmund Romberg.

"The melody tunes, in fact, have much better chances of enduring than the hot numbers currently in vogue."

"When we first decided to play old sentimental ballads," continues the baton-wielder, "I was afraid that few listeners would be interested in them any more.

"To my surprise we have received more response to the fireside group than the two others.

"A farmer in upper New York state, who hears the Silver Dust Serenaders just before retiring for the night, is particularly fond of these old time numbers, and he is evidently typical of many listeners residing beyond the large population centers."

PAUL KEAST prefers to lift his baritone voice for numbers which carry a story or definite feeling. To give them a natural effect he has evolved his own "mike technique" that is different from the manner followed by most radio singers. In-

When Musicians Get Together



ROLLO HUDSON, PAUL KEAST and THELMA GOODWYN, as they appear while broadcasting the Silver Dust programs over the CBS network.

stead of whispering into the microphone, PAUL stands about eight inches from the instrument and sings in his natural voice.

"In this way," claims Keast, "the natural resonance and power of the voice is brought out. I leave it to the control man to adjust the volume instead of lowering my voice to such an extent that the habit might develop into loss of vocal range for stage performances."

THELMA GOODWYN'S choice goes to the light opera numbers. Dark-haired Miss GOODWYN feels that listeners can get a definite impression of a singer's personality through the sense of sound.

"I try to put my entire personality into a song. Perhaps that is why fans often write me, saying 'God Bless Your Voice.' Nothing makes

me happier than these sincere letters of appreciation."

HUDSON makes most of the arrangements for the orchestra, and selects the music for all three programs, guided often by the requests of fans.

Hudson's Career

As a lad in Boston, HUDSON had ambitions to become a concert artist. Like most musically endowed youngsters, ROLLO sang in church choirs and played the piano for amateur theatricals. He also conducted the school glee club and played in the school orchestra.

At the age of 11, "Hub" earned his first salary—\$4 a week—manning the piano keyboard in a movie house on Sundays in Fall River. He was very much thrilled on these occasions as he wore a tuxedo suit with short trousers, and an e-ton collar.

After being graduated from

high school in Dorchester, he enrolled at the New England Conservatory of Music, where he helped meet expenses doing what he liked best—playing the piano.

Later HUDSON toured the United States as piano accompanist in Lyceum concerts and chatauquas, and for six years was a soloist on the road. He has one published composition, "I Found the Road to You," and several piano creations which have not yet been copyrighted. His radio debut was made more than 10 years ago at station WGI, Medford Hillside.

From the Stage

PAUL KEAST came to the WABC-Columbia network following an extensive stage career. A chance meeting with an acquaintance on Broadway led to a part in the chorus of "The Vagabond King," and he gradually worked up to the title role, playing the part of FRANCOIS VILLON for more than 1000 performances.

PAUL subsequently appeared in every city, town and hamlet from Jacksonville to Canada, and from New York to Kansas City. One of his big roles was that of GAYLORD RAVENAL with NORMA TERRIS and HELEN MORGAN in ZIEGFELD'S "Show Boat."

While in this part in Boston, Miss EVELYN MORROW, noted New England sculptress, made a bust and mask of the singer. The bust was put on exhibit at the University of Pennsylvania on April 28, and the mask is being displayed at Hutton Gardens, Surrey, Eng.

KEAST is a native of Germantown, Philadelphia. His father was a deacon and choir director, and his grandfather a minister. Members of the family objected at first to PAUL'S theatrical career, but later changed their views.

PAUL started singing in church choirs at the age of 15 and in

Three Stars To Perform The Music

another few years played the role of SAMUEL in an amateur production of the operetta, "Pirates of Penzance."

He studied voice in Philadelphia, Chicago and New York, and 10 years ago made his first radio appearance at station WFI in Philadelphia, singing through a telephone mouthpiece which was held in his hand.

THELMA GOODWYN, who is still in her early twenties, was chosen as the soprano soloist for the Silver Dust program because she possesses the rare capacity for singing classical, semi-classical and popular numbers with equal ease. Her musical gift was inherited from her mother who is a fine pianist and singer.

As a child, THELMA longed to become a dancer, but her parents, like PAUL'S, objected to their child going on the stage. This distaste, however, was gradually overcome, and young THELMA participated in student productions from the time she was a child attending a public school in New York.

In high school THELMA was a member of the glee club, dramatic society and debating team. She studied at Hunter College for a while, and about six years ago started her instructions under ESTELLE LIEBLING.

At the age of 17, Miss GOODWYN made her radio debut and a year later appeared on the stage. This was in a revue called "Here and There," and featured DE WOLF HOPPER.

She also was cast in "Three Little Girls," a SHUBERT presentation, and was engaged by the New York Opera Comique for "The Chocolate Soldier" and "Orpheus in the Underworld" and other light operas in 1931 and 1932.

Style Expert To Talk From Paris

What the well-dressed Parisienne, and those who imitate her, will wear next Fall will be told by MAY BIRKHEAD, style expert for the Chicago Tribune, in a broadcast over the NBC-WEAF network on Sunday, May 20.

Miss BIRKHEAD, speaking from Paris, will take as her subject "Paris Looks At Clothes." The broadcast will occur at 1.45 P. M.

Compositions By Hub Composer

Three violin compositions by EUGENIA FROTHINGHAM, Boston composer, will be played by RUTH POSSELT in a violin recital over station WEEI this Saturday at 7.45 P. M.

P. T. A. Head To Speak

Mrs. B. F. LANGWORTHY, president of the National Congress of Parents and Teachers, will be heard over the CBS-WABC network on Tuesday, May 22, at 4.45 P. M. Her topics will be "A Review of the Convention."

A Baritone As A Spy



FREDERICK BITTKE, NBC baritone, found plenty of excitement while serving with the American Army in France. He met two Alsatian soldiers in No Man's Land, and conversed with them in German because the Frenchmen couldn't speak English and BITTKE couldn't speak French. Along came a machine gun sergeant and arrested all three as German spies.

STATION DIRECTORY

Page 4

NOW

The Magazine That Has Something To Say - And Says It

Volume I, Number 5.

Fifteen Cents The Copy

May, 1934



The Black And Blue Eagle

**Circulation Manager,
NOW,
No. 34 Court Square,
Boston, Massachusetts.**

**I'd like the next twelve issues of NOW.
I am inclosing \$1.50 (Cash, check or
money order.)**

Name _____

Street _____

City or Town _____

State _____

**Q.—And is the rest of May
NOW as good as the front
cover?**

**A.—Why not judge for your-
self? Fifteen cents at all the
news stands; \$1.50 a year;
order blank is at the left.**

The MICROPHONE, Inc.

Victor Young Shows Rare Musical Treat

Burton Buys a Chevrolet

"A person wearied by too much activity seeks repose in music," says Victor Young. In his Sunday programs at 10:00 P.M. over WEEI under the auspices of the Chevrolet Company, Young provides in the soft and smooth arrangements he makes of familiar melodies, harmonies that gain in richness and charm the ear. The program is neatly akin to the spirit of the Sabbath and has captured a tremendous listening audience.

In many ways the biography of Victor Young is like the beautiful story of that well-known character in fiction, Leon Kantor, the little music master in "Humoresque," over whose trials and ultimate triumphs so many thousands have laughed—and cried. His father was a member of the Joseph Sheehan Grand Opera Company, and a passion for music, as well as a defined talent, probably passed as a heritage from father to son.

He did violin concert and theatrical work as a youth, rapidly taking rank at the same time as a musical arranger and pioneer in the field of symphonic jazz. Still in his twenties, he began to develop as a composer and his first popular hit, "Sweet Sue," was written, to be followed by such well-known numbers as "Street of Dreams," "Old Man of the Mountain," "Can't We Talk It Over," and others.

In 1929 he entered the radio field to take charge of the Atwater-Kent radio hour. He has since directed a dozen prominent commercial broadcast periods. Rating as the outstanding of these is probably the current Chevrolet series. It is both a credit to Young's genius and the discernment of the sponsor.

Charles W. Burton, WEEI superintendent, than whom there is none choosier before the radio dial, tagged the program as a leader from its initial presentation. Last week he bought a Chevrolet.



Barr Soprano Jardon Tenor

Rank With the Best Soloing or Duetted

The selections that made musical comedy presentations of recent years the most sought for brand of entertainment will never gather dust in the file of memories as long as Helen Barr and Edward Jardon are available to refresh the hit tunes in duet interpretations. It is their special forte and the delight of WEEI listeners on Wednesday evenings when the "After Dinner Revue" is in progress; also on Wednesday and Friday mornings over the same station under the listing "Good Morning Melodies," sponsored by Fels-Naptha.

There is a delightful informality about their singing, a sort of naturalness and buoyancy which carries the full essence of brightness. "Reflected confidence" is the way one studio attache described it, which he further explained as confidence born from knowing what each other can and will do in the blending of their voices. Thus, their interpretation of even very difficult duet selections has an easy and secure style which conveys the significance of true artistry.

Del Castillo, WEEI staff organist is their accompanist on the semi-weekly morning offerings of Fels-Naptha, selects the numbers to be sung, and does the musical arrangements. The theme song "Good Morning Glory" from the musical production "Sitting Pretty" is typical of the spirit and verve of the program. Popular tunes are favored, and each of the vocalists is given a solo selection.

Sibyl J. Morse is their accompanist on the "After Dinner Review." With continuity establishing a mythical stage setting, it takes little imagination for the listener to hear them and see again perhaps a scene from "The Chocolate Soldier," "The Merry Widow," "The Student Prince," "The Prince of Pilsen," or some other notable stage effort. Their programs are similarly conspicuous as a catalogue for current popular hit tunes.



Toreador and Boxer Now Noted Cellist

On WEEI Symphony Series

Musician, bronco buster, toreador, aviator, prize fighter, linguist, athlete—put them together and you have Ennio Bolognini, the internationally famous Argentine 'cellist now playing in the "Beauty That Endures" Symphony, presented every Monday at 10:30 over station WEEI.

He was born in Buenos Aires. He studied under Jacot, who taught the world renowned 'cellist, Pablo Casals. At seventeen he joined the Colon Symphony at Buenos Aires. Coming to America, he played with the Roxy Symphony of Seattle, and the Chicago Symphony Orchestra.

For two years he was champion bronco buster at the fairs of Buenos Aires, where he also fought bulls and piloted stunt planes. He served as sparring partner for Firpo famed Wild Bull of the Pampas.

Thus runs the saga of Ennio Bolognini, still little more than a youth, who dashes daily at break-neck speed from broadcasting studio to concert hall in an old-fashioned roaring, Duesenberg roadster. He loves dogs, machinery, boats and once kept a pet monkey.

Listeners to Palmer Clark's unique "Beauty That Endures" orchestra will recognize Ennio's artistry in the vibrantly throbbing 'cello passages for which he is famous. And Bolognini, after enough adventures to highspot several ordinary lifetimes, finds himself much at home in his present musical role, where he shares honors with skilled musicians recruited entirely from the Chicago Symphony and Civic Opera orchestras. Comprised as it is of an "all-star" cast, one can understand why this musical organization achieves such a high level of melodic charm on the air.

ANNOUNCING NEW TIME

"THE NEW ENGLAND KITCHEN of the AIR"

with

MARJORIE MILLS ----

each

MONDAY WEDNESDAY and FRIDAY

at

1:30 P.M.

STATION WEEI

The Friendly Station

NEWS WEEI BRIEFS

Vic Whitman's word joining clicked to the extent of three stories for the wood pulp magazines last week . . . Willie Morris daytime hostess subbing for Sibyl Morse who is currently vacationing in New York . . . Phil Baldwin and Norm Young now full-

ledged member of ROWH—Royal Order of Wouff-Hong—order of law and order in a amateur radio; "Whit," the third WEEI

member of the national "ham" organization . . . "What's News In The World," with Marian Clark, under Plymouth Rock Gelatine auspices, has renewed over WEEI for 27 weeks—weekdays, excepting Fridays, at 11:55 A. M. . . . Phil Ponce, father of famous Ponce sisters and the former Hope James, one-time studio hostess, among WEEI visitors this week Suave-voiced Ed Herlihy adept at Italian dialect . . . Ed Lavallo of New England Network "Fro-Joy Frolics" trouped with WEEI's Hal Fellows in vaudeville some years since . . . Ladies like Friendly Kitchen Observer's little stories—script by Ora Dodd, whose husband is on Globe staff . . . Bill Kahakalou's Hawaiians have smooth WEEI Thursday interlude . . . Sunday, May 20th, inaugurates

new Morey Pearl orchestral program feature over WEEI from 1.00 to 1.30 with both Starita and Tent bands . . . Radio award for nonchalance to Jack Benny—big league comedy star featured Friday evenings on General Tires program . . . Chance to hear an Oppenheim thriller on the WEEI Reading Circle next week . . . Cape Cod schools symphony orchestra group at 3.30, May 19, over WEEI . . . Ray Girardin has a tear in his voice these days, hav-



ing lost what he felt was the winning ticket on the Derby . . . WEEI will do the Baer-Carnera fight—Thursday night 10.00 to 11.00, June 14th—B. F. Goodrich Co. sponsoring—Courtesy of Kraft Cheese with Paul Whiteman, which steps aside for sports followers . . . Jay Alden Edkins, who won Mass. Atwater-Kent audition a few years ago on NBC network through WEEI Wednesdays at 5.45 with The Arm Chair Quartette . . . Persons wanting to make news by biting a dog can visit Jack Francis at his roadside stand on

the Canton-Stoughton road . . . WEEI still waiting for thank you letter from P. Lorillard Co. for advertising given over the station by local jewelers; as a matter of fact, the Edison boys prefer "Old Golds" . . . Gilchrist's was in the department store parade over WEEI yesterday with a fifteen minute program . . . Talk about variety and local talent—After Dinner Review program for coming week calls to WEEI microphones—Ruth Chilton, "Sophisticated Ladies," Lew Tobin's Orchestra, Helen Barr, Willie Morris, Ed Jardon, "Ted, Jack, Bud & Roy," Bill Elliott and Sibyl Morse . . . Walter Leavitt's "Teddy Bears" doing numerous school proms in June month . . .

Mashies, niblicks and spoons being exercised by WEEI golfers at Wayland with concession cards courtesy of Caroline Cabot; Ed Gisburne still the champ . . .

How would you like to check your plans for the week with the weather? Beginning Sunday, May 20, E. B. Rideout reads his magic crystal. A week of excellent seasonable Spring weather. He goes into detail by days—but not for publication.

"FRONT PAGE NEWS FROM WHITE'S"

Presented by

THE R. H. WHITE COMPANY

each

MONDAY WEDNESDAY FRIDAY

at 9:50 A.M.

with BROADWAY HIT TUNES

WEEI The Friendly Station

How Gil Hamlin Started Up 3000 People Singing In 22 Clubs

Outlet for Emotions Is Discovered

GIL HAMLIN, organizer and director of the New England Community Singing Clubs, is one of the world's best gamblers.

Not that GIL ever plays the ponies. The bear and the bull sides of the market are all the same to him. In fact, he has a constitutional quirk against gaming for profit. But GIL gambles.

How many men in the midst of the hardest times in history would throw up a responsible job to play a hunch and try something that no one before him had ever succeeded in doing? But hunches are hunches to GIL HAMLIN. Moreover the urge of a burning idea is something few men can resist.

Before the depression was two years old, HAMLIN quit the daily grind of selling old-age annuities and embarked on his venture of the New England Community Singing Clubs. Through these clubs depression-ridden folks would find themselves, given an outside interest and a chance for self-expression. If the rationale of the plan did not recommend it, its benevolence should have.

A Simple Program

But HAMLIN's program of operation was really very simple and in that fact lay one of its chief merits. As a result, clubs sprang up in various New England communities—cities and towns alike. People who liked to sing as well as those eager to learn supported them.

As soon as the membership was sufficiently built up, the clubs began rehearsing under their own elected leaders. Later upon acquiring some finish in their performances, they appeared in public concert, finally gaining one program in a rotating schedule of club broadcasts over WBZ and WBZA.

After a season of it, HAMLIN and his second, HENRY JACKSON WARREN, conductor, counted noses. They found that they had 2500 people singing, in 18 clubs through New England. During this past season the membership climbed to 3000 in 22 clubs.

When GIL HAMLIN waxes autobiographical about his pet project he talks like this:

"It had always been an ambition of mine to direct the organization of choral clubs, but I wasn't prepared for the hearty response I have received. There is no doubt that the interest is due to a large extent to the trying times.

"People have had to cut down on the amount of money spent for entertainment and consequently have had to look around for inexpensive amusements.

"I believe the people of our country are realizing more and more every day the necessity of having music in their daily life. They have learned well the lesson that the most satisfactory way to do this is to take an active participation in the performance and production of music. I doubt if there is a member in any one of our clubs who has not derived something from his membership.

"We have been working on this movement for less than two years and we have more than 3000 members registered. I feel sure that

They Played A Hunch - And Won Heavily



GIL HAMLIN (left), Director of the New England Community Singing Clubs, and HENRY JACKSON WARREN, his conductor.

within the next five years the New England Community Singing Clubs will be an organization of conductors, singers and musicians which may very well surpass anything of its kind in the United States."

Moyer Takes Hold

At the beginning of this season HAMLIN and WARREN sensed the possibility of flagging interest, because of the considerable growth of the Singing Clubs. They took counsel together and concluded that the thing was too big an undertaking for them to "go" unaided.

Taking a lesson from the times, when institutions and people alike look to government for succor, the Singing Club mentors turned to JAMES A. MOYER, Director of the University Extension Division of

the Massachusetts Department of Education.

Director MOYER listened to the idea with interest, perused results that HAMLIN had ready for him, then took the New England Community Singing Clubs in tow. What does he think of the project? Let us hear what, in Mr. MOYER's own words:

"If more persons realized that music is a wonderful safety-valve for the emotions, we should have far less mental sickness. Music provides an excellent outlet into which one may project his excess feelings.

"But listening to music isn't half as stimulating as making one's own music. The human need for expression through music isn't sat-

isfied by mere listening.

"There is actually much more personal satisfaction in a possibly mediocre performance in which one has participated oneself than there is in listening to a perfect

No Previous Experience Is Required

performance by others. That is why singing in a community chorus is such a worthwhile form of recreation for adults."

Without Restrictions

The University Extension Division this past season has had a new class called "Singing for Recreation." Its membership was open to anyone interested in group singing, without any restrictions as to voice quality or previous training.

The principal aim was to develop new talent through the encouragement of group singing for adults.

Further, the Extension Division envisaged the instruction as aiding vocal students who have found their progress handicapped by an inability to sing a given part in concerted music, and also to enlarge their acquaintanceship with the finest choral music of the past and the present.

During the past year the broadcasts by the New England Community Singing Clubs have been heard Saturday evenings at 9.00 over WBZ and WBZA.

Wellesley Choir on Air

The Wellesley Verse Speaking Choir will broadcast from WBZ at 6 P. M. on Tuesday, May 22. The Choir, composed of 12 seniors at Wellesley College, is under the direction of Miss CECILE DEBANK, member of the speech department of the college.

Radio Audience Gives \$65,000 to Orchestra

(Continued from Page 1)

ing in send a dollar bill, the sum of \$5,000 was received.

Mrs. VINCENT ASTOR, chairman of the women's division of the campaign, announced that the majority of contributions from the radio audience has come from women throughout the country.

"So many of the accompanying letters expressed the thought that life would seem empty without these beautiful concerts," Mrs. Astor said, "that I should like to say that these letters from the radio audience were a great inspiration to the workers in New York city."

The Sunday afternoon concerts of the New York Philharmonic Orchestra have been broadcast over the Columbia network every week this season, with LAWRENCE GILMAN, music critic of the New York *Herald-Tribune*, commenting on the program during the intermission.

When it became apparent that it

would be imperative to appeal to the public for financial support of the orchestra, the Columbia Broadcasting System cooperated with the orchestra's management in permitting appeals to be broadcast during the intermission.

Among those who made the appeals were Mrs. FRANKLIN D. ROOSEVELT, GERALDINE FARRAR, Mayor LaGUARDIA, of New York City, GEORGE GERSHWIN, DEEMS TAYLOR, Dr. WALTER DAMROSCH and CLARENCE MACKAY.

HARRY HARKNESS FLAGLER, president of the Philharmonic Society, expressed gratitude to the CBS by saying:

"We are indebted to Mr. William S. Paley and his fellow officers of the Columbia Broadcasting System for the courtesy in permitting patrons and friends of music to make their appeal week after week. The results have been amazing."

Short Wave Directory

Station	Metres	Location	Time (E.D.T.)
GSH	13.97	Daventry, England	8-9.30 A. M.
FYA	19.68	Pontoise, France	8 A. M.-2 P. M.
DJB	19.73	Zeesen, Germany	8-10.45 A. M.
GSF	19.82	Daventry, England	10-12 A. M.
HVJ	19.84	Vatican City, Rome	6 and 11 A. M.
CNR	23.38	Rabat, Morocco	8.30-10 A. M. (Sun.)
RNE	25.00	Moscow, U. S. S. R.	7-8, 11-12 A. M. (Sun.)
FYA	25.20	Pontoise, France	3-6 P. M.
GSE	25.28	Daventry, England	10 A. M.-1 P. M.
ZRO	25.40	Rome, Italy	2.15-7 P. M.
DJD	25.51	Zeesen, Germany	1.45-5.30 P. M.
GSD	25.53	Daventry, England	2-9 P. M.
PHI	25.57	Huizen, Holland	8.30-10.30, Mon., Wed., Fri., Sat., Sun.
EAQ	30.44	Madrid, Spain	6.15-8 P. M., 2-4 P. M. Sats.
CTIAA	31.25	Lisbon, Portugal	5.30-8 P. M., Tues., Fri.
HBL	31.27	Geneva, Switzerland	6.30-7.15 P. M., Sat.
VK2ME	31.28	Sydney, Australia	1-11 A. M., Sun.
DJA	31.38	Zeesen, Germany	6-8.30 P. M.
VK3ME	31.55	Melbourne, Australia	6-8 A. M., Sat.
GSB	31.55	Daventry, England	2-6.30 P. M.
CNR	37.33	Rabat, Morocco	3-6 P. M., Sun.
HKE	41.55	Bogota, Colombia	9-10 P. M., Tues., Fri.
LCL	42.92	Jeloy, Norway	12 M-7 P. M.
HAS	43.86	Budapest, Hungary	4-6.30 P. M.
PRADO	45.31	Riobamba, Ecuador	10-12 P. M., Thurs.
REN	45.38	Moscow, U. S. S. R.	2-7 P. M.
HJ1ABB	46.51	Barranquilla, Colombia	7-11 P. M.
ZGE	48.92	Army Aircraft	Daily
PK1WFK	49.02	Kuala Lumpur, Malay States	8-10 A. M., Tues., Fri.
VUC	49.10	Bandoeng, Java	6.7.30 A. M.
CP5	49.30	Calcutta, India	10.30-1 P. M., Sat.
HIX	49.50	La Paz, Bolivia	7.30-9., 10-12.30 P. M.
VQ7LO	49.50	Santo Domingo	9.10-11.10, Tues., Fri.
DJC	49.83	Nairobi, Africa	12-3 P. M.
RV59	50.00	Zeesen, Germany	10-12.30 P. M.
HVJ	50.26	Moscow, U. S. S. R.	5-6 P. M.
TGX	50.50	Vatican City, Rome	3-3.15 P.M.; A.M., Sun.
HJ4ABA	51.49	Guatemala City, S. A.	3-6 A. M., Sun.
HCK	73.00	Colombia, S. A.	2-3, 8.30-11 P. M.
RV15	70.65	Quito, Ecuador	9-12 P. M.
HCJB	52.65	All Ships	Heard Irregularly
	67.87 to 73.17	Khabarovck, U. S. S. R.	2-10 A. M.
		Quito, Ecuador	8.30-10.45 P. M.

NOTE: All times given are week-day schedules, unless indicated otherwise. The stations listed are regular broadcasters at the times indicated. Other stations which you may hear or which are used for international telephone have been purposely omitted.

Reflections

By Diana Herbert

The MICROPHONE'S Fashion Observer

NEW STYLES have to be launched by somebody, for the majority of women hesitate to wear a new fashion unless they have seen it on someone else.

It takes a number of bold innovators in every community in order to keep the fashion picture alive. Often these women are not consciously promoting new styles; they simply have confidence in their own judgment and choose from each season's offerings what they like and find becoming.

THE PARTICULAR CHIC of a certain woman is often based almost entirely on her personal likes and dislikes, especially in the way of details, finishing touches, accessories, etcetera. One sees this most clearly in Paris, where several women may appear in the same dress, the outstanding success of one of the big houses, but each is so thoroughly personal in her choice of accessories and her way of wearing them that one can hardly realize they are all dressed in the same model.

SOME of our radio stars have interesting preferences when it comes to accessories. RUTH ETING has started a vogue for filmy ribbed stockings—fragile editions of the all-over ribbed silk stockings children used to wear.

CLAIRE MAJETTE has adopted a new and ultra-smart glove for all daytime occasions. It is white pique with a flaring cuff of starched Irish lace. The effect is delightful, especially on a hot day.

SCHIAPARELLI is said to be sponsoring a modified Spanish silhouette in her mid-season collection. Broad, stiff-brimmed toreador hats; tight, wide, belts; stiff, flaring cuffs. HARRIET HILLIARD will approve, for she puts a wide leather belt with a heavy metal buckle on nearly all her clothes.

This and That

(Continued from Page 1)

hear him say, the radio audience isn't up on classical music.

No? How does it happen, in that case, that the radio audience contributed more than \$65,000 to the fund for the support of the New York Philharmonic Orchestra whose concerts have been broadcast over the Columbia network?

But give the sponsor some credit. He has at least had the foresight to present really great artists. Now he should go one step further; let them select their own programs without a suggestion or murmur.

Some sponsors do. The Cadillac concerts, I believe, were arranged exclusively by the artists taking part in them. "Papa" DAMROSCH, I am sure, brooks no dictation on the Packard concerts.

There is, however, room for improvement. Compare the great run of sponsored programs with that presented last week by FABIEN SEVITZKY and his string orchestra on a non-commercial program. SEVITZKY's program included a HANDEL concerto, a BACH fugue and two numbers by Russian composers then given for the first time on the air.

The MICROPHONE'S correspondent concludes his letter with words that sponsors should heed.

"Why not trust the public's appreciation of at least some first class music?" he asks. "The public isn't such a universal damn fool as sponsordom thinks."

Jovial



DON VOORHEES, who conducts the orchestra for a number of popular programs, including ED WYNN'S and ALBERT SPALDING'S.

Senator Dill's Bill Is Passed By the Senate

(Continued from Page 1)

The bill carries instructions to the new commission to make a study of the question

WAGNER and HATFIELD joined in charging educational and charitable organizations were not receiving a square deal in the available broadcasting facilities. Warning was given by HATFIELD that unless educational forces were allotted part of the facilities under control of the commission there would be a drive for government ownership of all the radio business.

Senator DILL said:

"This amendment merely would order a change of ownership of 25 per cent of the broadcasting stations. It would not increase religion or educational broadcasting, because these new organizations would have to sell their time to advertisers. The only change would be the advertisers would pay new owners."

Charges that radio broadcasting was being "monopolized" by commercial interests were made by HATFIELD and WAGNER, who said that about two per cent of all the broadcasting might be classed as non-profit-making educational programs.

The National Education Association and other organizations of educators were cited as favorable toward the amendment.

Protests were made by Senator HATFIELD that the commercial radio broadcasting companies were "shortsighted in not giving educational organizations more time."

He said:

"Radio listeners want to hear great educators speak over the air."

Senator COPELAND (D) of New York, joined in support of the amendment, with claims more time on the radio for dissemination of civic duties and on "character-building programs," would help curb the crime wave.

Q. and also A.

Q. Where is VAUGHN DELEATH?
J. McD., Windsor, Conn.

A. Miss DE LEATH is now singing on a noonday commercial program on WMCA, three times a week.

Q. Who is the highest paid comedian on the air today?
Mrs. H. V. K., Leominster.

A. That is difficult to ascertain correctly. Ed Wynn is the best guess. Wynn receives, they say, more than \$6000 a broadcast.

Q. What was the first station broadcasting entertainment in the United States?
F. T., Bellows Falls, N. H.

A. In 1914 Tufts College conducted a series of entertainment programs which ran for several years. Then Medford Hillside station WGI, as well as station KDKA, stepped into the radio field and after much experimenting presented programs running a full day.

"The Voice of Columbia" With Guest Stars On CBS

"The Voice of Columbia," a gala one-hour program featuring GEORGE JESSEL as master-of-ceremonies, and guest artists from the stage and the screen, will be presented over the WABC-Columbia network each Sunday evening at 8, beginning June 3rd.

Closing of Congress to Go On Air

The closing session of the 73rd Congress, scheduled for the early part of June, will be broadcast over the WABC-Columbia network this year for the fourth consecutive time.

Advance plans for the program include a multiple microphone system which will be used to bring a complete picture of the scene to the listener.

Pick-up points will include the floor of the House of Representatives, the House Library which opens into the Chamber, and the District of Columbia Committee room adjacent to the Senate.

Announcers will invite the legislators to express their views on the accomplishments of the session as they approach the congressional halls or walk through the corridors.

The entire membership of the House and approximately one-third of the Senate comes up for election this Fall.

Review of Fleet To Be Broadcast

(Continued from Page 1)

overlooking the lower bay; by CHARLES O'CONNOR on the roof of the RCA Building overlooking the Hudson river anchorage, and BEN GRAUER, in the NBC mobile transmitter cruising along Riverside drive.

There will be another announcer who will broadcast from a plane as it circles above the fleet.

The musical part of the program will be provided by a 45-piece orchestra. Different directors will lead the organization for the broadcasts, thereby producing a variety of musical styles. Among the leaders who will take part are FREDDIE RICH, MARK WARNOW, HOWARD BARLOW, JOHNNY GREEN and JOHN AUGUSTINE. JESSEL, who has been heard in a half-hour program during the past Winter, will, in addition to "MC-ing," contribute his own style of comedy. The program has been planned and will be produced by the program department of the Columbia Broadcasting System.

LATHOM RADIO SERVICE CO.

40 Stanhope St., Boston
Tel. COMMONWEALTH 3700
Ask for Mr. Thompson

Nimblewits

By Everett Smith

"Wit Teasers" on Sunday at 11.30 A. M. from WBZ

NO. 1. (no time limit) The popularity of Cryptograms leads me to offer the following taken from a recent issue of *The Enigma*, official publication of the National Puzzlers' League:

RSUVXY ABD, AFGGFHSDK
LSMGXBNSDK RGXH SD NSA-
ASROGP RYQUPFKYBL, HBM-
PXM VBDNSRYBAP HSPVFOF
MBPSMABRPFYQ YXMOGPM,

No. 2. (3 minutes) Can you put the BOOK in the CASE in five moves, changing only one letter at a time, and making a proper word each time?

No. 3. (2 minutes) A man with 5 weights can weigh any number of pounds from one to 121. What are the five weights?

No. 4. (3 minutes) A little letter-juggling. Can you form four six-letter words from these six letters?

B E I R S U

No. 5. (3 minutes) An old time Enigma:

Cut me in half, and place
Above what was behind
A tender plant we trace.
That dances in the wind.

* * *

Answers to Last Week's
Nimblewits

No. 1. Most solvers agree if no short words; first step is determining relative frequency of letters.

No. 2. Bluest, Bluets, Bustle, Sublet.

No. 3. Exaggerate. Examination, Meat.

No. 4. Fish, Fist, Fiat, Feat, Evelyn.

Holiday Fetes In British Broadcast

How the Londoner spends a typical British bank holiday will be described in an international broadcast from London over the the NBC-WEAF network next Monday, beginning at 4.35 P. M.

The occasion is the annual Whit Monday holiday and the program will include the celebrations at the fairs in Hampstead Heath and Blackpool.

A summary of the Yorkshire-Lancashire cricket match scheduled for that afternoon will also be given.

McNamee Reports On Digest Poll

Latest results in the *Literary Digest* ROOSEVELT Poll are reported each Wednesday over the NBC-WJZ network by GRAHAM MCNAMEE from 7.15 to 7.30 P. M.

The poll is designed to determine whether or not public opinion is as strongly behind ROOSEVELT today as it was when he assumed office.

In addition to reporting on the poll, MCNAMEE reviews the sport highlights of the week.

Diet of a Maestro

I NEVER EAT WHEN DRINKING - I'M DIETING.



RICHARD HIMBER, NBC maestro, has lost 17 pounds in two weeks, in the PAUL WHITEMAN manner. HIMBER has evolved his own diet, which he guarantees will cause the loss of a pound a day. It consists mainly of the separation of solids and liquids at meals, with nothing to drink when solids are eaten, and vice versa.

STATION DIRECTORY

Page 4

Human Alarm Clock

By Les Troy

IF YOU happen to be on East 28th Street in New York City at 5.15 in the morning, don't be alarmed if you hear a bevy of Big Ben clocks going off in quick succession. The noise probably will come from the apartment of Arthur Bagley, the man who is so bright and vigorous in the morning. He gives the Tower Health Exercises over the National Broadcasting Company's networks.

Despite the fact that Mr. Bagley has been getting up at 5.30 every morning for the past nine or ten years, ever since he became a radio physical director, he feels that he has to be awakened. And so, to make sure, in addition to the alarm clocks he has a neighboring hotel call him on the phone.

Then he clears his throat and rushes over to the studio to begin his broadcast, which is given intermittently from 6.45 A. M. until 8 A. M.

After counting one, two, three for his sleepy audience, who find that this is one of the best ways to get up in the morning, Arthur goes to a nearby restaurant and has his breakfast. Immediately he returns and starts work on his program for the next day. He generally has it all done by noon.

After lunch he starts to answer his fan mail, which comes from people in the United States and Canada and from countries as far distant as Australia and India. People in all walks of life write and tell Arthur what he has done for their kinky muscles and express the belief that Mr. Bagley is a public health benefit.

Arthur was born in New Jersey. After his academic education he embarked on a brief career as newspaperman and salesman. Then he found his profession in the Y. M. C. A., where he spent 23 years in the Eastern part of the country. During the World War he was physical instructor at two Army camps. He now spends most of his time on the radio, though he occasionally gives lectures to small groups at the Y. M. C. A. on 23rd Street in New York.

People often wonder how Mr. Bagley can keep his own enthusiasm so keen and fresh. Mr. Bagley, himself, has thrown light on this idea.

No-vooodoo charm or mystic position is involved in this phenomenon. According to Bagley, it was devotion to a theory, that has really become an ideal. Practical though he is and so systematic that he is called "The human alarm clock," Bagley has a faith all his own, faith in a principle.

For Mr. Bagley's got rhythm. He believes that the development of a sense of rhythm produces peace and contentment. When he sits in his studio and thinks of the thousands of people bending and stretching all over the country he reaches a sort of Nirvana, a spiritual vacuum. It is probably the same sort of thing that happens when someone listens to a great piece of music.

Carried to its fullest extent, Mr. Bagley could find rhythm in a grain of sand. One of his activities, which may or may not have any bearing on rhythm, is that he says he walks three or four miles of an evening before retiring. Mrs. Bagley generally accompanies him on these tours.

His title of human alarm clock does not come from the fact that he wakes people out of a sound sleep, drags them out of bed and sets them twisting and turning before a cold open window. It comes from his remarkable attendance record. For more than eight years he never has been absent or late at a broadcast unless he was on a vacation or had some minor illness.

This impressive regularity has been going on now since 1925, when Mr. Bagley first broadcast the Tower Health Exercises. It is suspected, however, that he began training for it during his 23 years with the Y. M. C. A.

Arthur has a married daughter and a son. The son lives at his parents' home and generally stays up much later than his father because young Mr. Bagley does not have to get up early in the morning.

Within radio circles there probably is not a man better known. His long association with radio has made him an original figure. And his audience continues to get up early in the morning and bend and sway to the cadences of his rhythmic voice.



ARTHUR BAGLEY, Director of the Tower Health Exercises, which are heard every weekday over the NBC beginning at 6.45 in the morning, with BILL MAHONEY, his accompanist.



MICROPHONE

THE ORIGINAL U.S. RADIO NEWSPAPER

Programs For Week Beginning May 19

5¢

Radio Weekly



Vi Bradley, Contralto and Pianist of FBC-WMCA Network

NOTICE: The images and text contained in this file were scanned from a private collection. It is prohibited to sell by auction on ebay or to sell by any method at any venue or by any technique. Permission is granted to copy these files and to freely give away or trade. These files were created for archival purposes and not for financial gain.