

Christmas and Anniversary Number

Radio And AMUSEMENT Guide 5¢

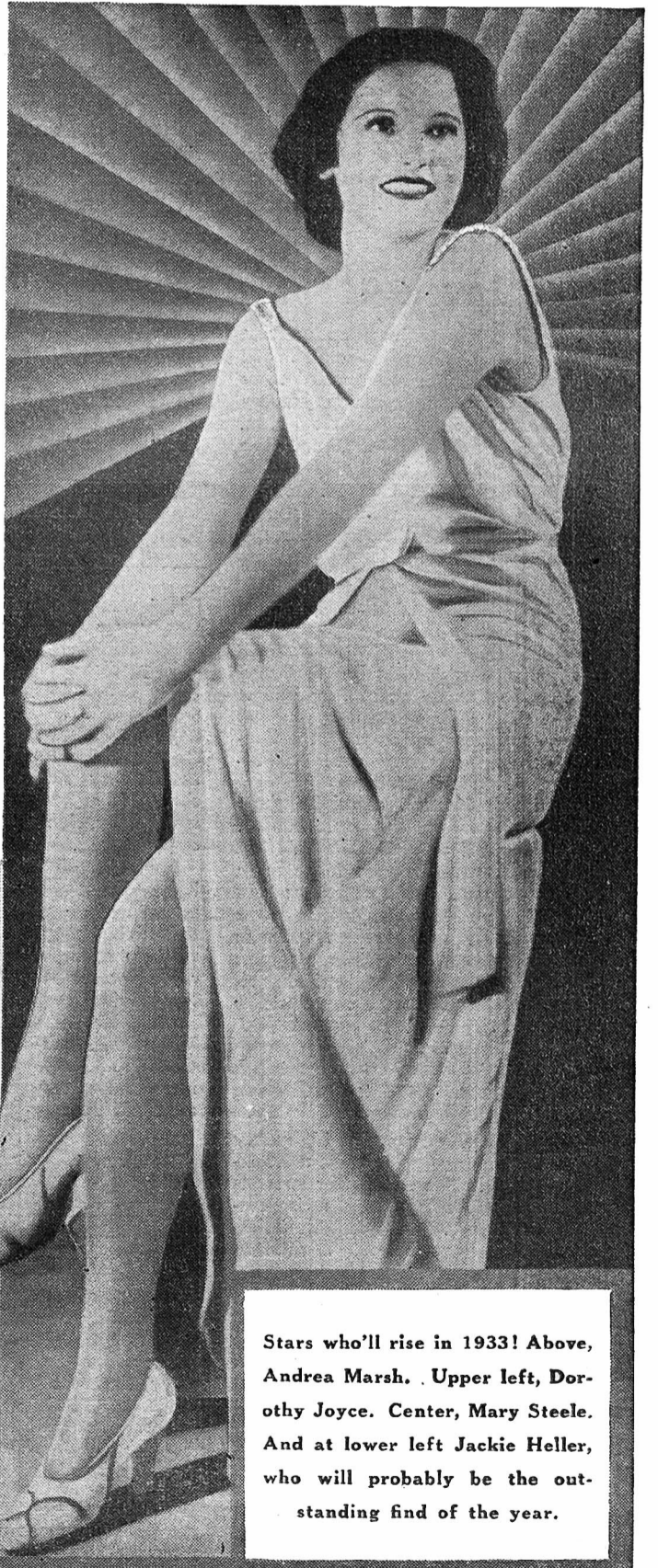
The NATIONAL WEEKLY of PROGRAMS and PERSONALITIES

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Pick 1933's New Stars!

PICKING the stars who will flash across the radio firmament in 1933 is a trifle more hazardous, if possible, than selecting an All-American football team. In selecting an All-American you at least can rely upon past performances. You do not have to crystal-gaze into the future, especially the future of a field of entertainment which shoots unknowns to the top with dazzling speed, and sends favorites into oblivion with a sickening thud. Who will rule the air waves in 1933? In our predictions, two factors have been given pre-eminent

consideration. First, who, in the estimation of the listeners, has climbed fastest in the last months of 1932; second, who, in the estimation of the broadcasting executives, has the talent and personality to progress furthest in the new year. Most of those who fall into the first class are tested favorites of stage and screen who have suddenly discovered in radio a newer, larger, and more lucrative field. Those in the second category are the younger generation, a generation which has not had time to build a nation-wide reputation in any other amusement field. They are the "Wampas Stars" of radio, and from their ranks will be drawn the
(Continued on Back Page)



Stars who'll rise in 1933! Above, Andrea Marsh. Upper left, Dorothy Joyce. Center, Mary Steele. And at lower left Jackie Heller, who will probably be the outstanding find of the year.

News!

Ban Nommes de Air

Radio artists, trying out a program for the first time, sometimes use other names than their own. Especially do they follow this subterfuge when they fear the program may "flop."

This week WOR, independent 50,000 watt station, banned these nommes de air. Reason: WOR managers know artists will try harder to make the program successful if they are forced to use their right names.

Survey for Coughlin

Interesting were the results of a survey conducted by Walter Mann and his staff in Boston during one recent week. Researchers telephoned typical Boston families from 9 a. m. to 10 p. m. for one week, asked them: "What station or program are you listening to now?" Results surprised many. Leading programs on the air for one hour a week, or more, were in this order: Father Coughlin, Rudy Vallee, Amos 'n' Andy, Chandu, Captain Henry's Show Boat, Myrt and Marge, The Goldbergs, and Buck Rogers. Leading programs on the air less than one a week were: Ed Wynn, Burns and Allen with Guy Lombardo, Christy Walsh's football interviews, Isham Jones, Sanderson and Crumit, Wayne King, Ben Bernie.

Pleased Housewives

Pleased will be housewives to learn that Ida Bailey Allen, home economist, and Franz, singing chef, are to be heard twice weekly over Columbia beginning January 3. Broadcasts are scheduled for 10:45 a. m. Tuesdays and Fridays. The 'Round The World Cooking School will be carried in most large cities, except Chicago. Reason for omitting Chicago, which was also slighted by the Marx Brothers' sponsors, not given.

Barren Conference

After four months of dickerings, the International Radio Conference at Madrid last week came to an end. Listed as unfinished business was the only major point the Conference had been called upon to decide—widening the broadcast band.

American broadcasters, especially those controlled by manufacturing interests, want the broadcast band widened. Double effect if other nations would agree: More room for the overcrowded American stations; New sets sold, old ones renovated to include the new waves. Chief opposition to widening the broadcast band came from maritime and military channels. Widening the broadcast band would cut into the channels now used by ships, war chief.

Rockefeller in Radio

America's oldest, most potent big money name, Rockefeller, moved into the radio industry this week. The Rockefeller interests acquired 100,000 shares of Radio Corporation stock, another 100,000 in Radio-Keith-Orpheum, subsidiary company. The Rockefellers paid no money for this stock. They merely agreed to reduce the rental Rockefeller City (Radio City) will charge the Radio Corporation when it moves into its new quarters. Bertram S. Cutler, for many years closely identified with the Rockefeller interests, has been elected a director of Radio Corporation of America.

RADIOODDITIES



EDNA KELLOGG
NBC SOLOIST AND FORMER OPERA STAR MADE HER FIRST PROFESSIONAL APPEARANCE ON A STREET CORNER IN CHICAGO TO MAKE MONEY FOR AN EASTER RABBIT

ARTHUR TRACY
WAS AT WORK RECORDING TWO NEW SONGS THE DAY AFTER THEIR RELEASE IN LONDON—"DREAMING AND DAWNING" WERE HUMMED OVER THE TRANSATLANTIC PHONE TO VIC YOUNG IN NEW YORK—WHO TRANSCRIBED THE MELODIES AND HAD THEM ARRANGED—THE PHONE CALL COST \$480 AND THE RECORDS WERE IMMEDIATELY SENT TO LONDON

A KISS.
ON THE AIR—WHILE RATED AS A SOUND EFFECT IS DENOTED MOST PERFECTLY BY A SILENCE OF FROM TEN TO FIFTEEN SECONDS

EVERITT MITCHELL
WAS ONCE PLACED IN AN EMBARRASSING SITUATION WHEN HE RECEIVED A FULL CHARGE OF ROCK SALT FROM AN ANGRY FARMER AS HE CLAMBERED FROM THE OLD SWIMMING HOLE

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Plethora of Tenors

As predicted last week in Mike Porter's RADIO GUIDE column, NBC this week announced that the Woodbury program, formerly on CBS, would appear on its air waves starting January 4 at 9:30 p. m., with WJZ as the key station. Sponsors frequently change from one network to another, but rarely has a change brought about so many complications.

First, Woodbury wanted Downey and NBC, too. It got NBC easily but Columbia momentarily balked at farming out Downey to the rival network. Second, a junior advertising executive, hearing that Woodbury could not secure Downey on NBC, signed Donald Novis. Third, Columbia reversed its position, let Woodbury have Downey. Woodbury found itself with two high-priced tenors for one program. Woodbury announced that they will share equal time on each half hour program.

Chicago's Cattle

Chicagoans, listeners in other cities who hear WENR and WMAQ, have been surprised, almost daily, when cryptic terse announcements have popped out of their loudspeakers after each broadcast. Sample: "More cattle are killed in Chicago than in any ten other cities." Reason: Chicago civic authorities have persuaded the stations to boost the city, make announcements, of not more than twenty-five words, on some outstanding Chicago endeavor.

New Crime Technique

Chief tenet of modern mystery story writers is "play fair with your readers." When the Eno Crime Club comes to NBC from CBS with its new series of broadcasts, beginning Tuesday, January 3, crime clubmen will follow this tenet, play fair with listeners.

The radio audience will be given the same opportunity to solve the mystery that an ardent reader of crime stories receives. Each mystery will be broadcast in two installments, to be heard on successive evenings. All necessary clues will be given in the first broadcast, listeners will have one full day to ponder clues before the mystery is solved on the second evening. Broadcasts are scheduled for Tuesdays and Wednesdays at 8 p. m. over NBC-WJZ.

Fiorito's Alimony

Ted Fiorito, San Francisco band leader who played for Al Jolson's first broadcast, began paying \$100 weekly alimony this week to Janet Miller Fiorito, of the Drake Hotel, Chicago. Mrs. Fiorito, who received her divorce this month, declared that the orchestra leader left her in 1931 after nine years of married life. She declared his income is never less than \$25,000 annually. Fiorito is co-author of the song hits "King for a Day," "Laugh, Clown, Laugh," and "Toot, Toot, Tootsie, Goodbye."

News!

Doctor of Broadcasting

Most radio stars, announcers, script writers, broadcasting executives of today have come from other fields. Radio is not old enough to have developed its own material, except in its technical branches. Colleges, however, are planning to develop radiomen exclusively for radio. Some, notably Columbia, have already placed schools of radio alongside schools of journalism. Said Alfred J. McCosker, president of the National Association of Broadcasters: "The broadcaster of the future will have to be an erudite individual, learned in many subjects. He will be required to know music, composition and appreciation, public speaking, the interpretation of public events, mass psychology, literature, and at least the elements of pedagogy and radio engineering." Best place to learn all this, said McCosker, is in college. Graduates of the future may have the privilege of placing D.B. (Doctor of Broadcasting) after their names.

Radio's Free Speech

Shall radio have the same right to free speech as the press? This momentous question, often discussed, will probably be decided by the Supreme Court of the United States some time in 1933. To bring this question before the Supreme Court was Rev. Robert P. (Fighting Bob) Shuler, vitriolic Los Angeles pastor whose station, KGEF, was removed from the air waves. Rev. Shuler, after the Federal Radio Commission's ban had been upheld by the Court of Appeals, filed a petition for review by the Supreme Court, held that the Radio Commission had stifled his right of free speech.

All editors, broadcasters, know that utterances which sometimes find their way into newspapers are not acceptable for radio, under present supervision. They know, too, that if the Supreme Court should uphold Shuler, virtually all censorship, except that imposed by the stations themselves, would be eliminated. Most broadcasters hoped for a ruling that would place them on the same basis as the press.

Skirts and Music

Radio listeners noted a lowering of dance tempo in recent months. Hot jazz numbers are fewer, rhythmic selections more frequent. Phil Spitalny, heard over an NBC-WJZ network at 8 p. m. Fridays, gave the length of women's skirts as a novel reason.

When skirts are longer, he said, tempo is slower, and vice versa. Proof: When skirts were short, the Charleston and similar lively footwork was all the rage.

The sedate and winning misses of today, explains Spitalny, cannot exhibit the same agility in longer skirts. Accordingly dance music has slowed down to meet the requirements.

Editor's Mail Box

RADIO GUIDE readers are invited to ask questions concerning their radio favorites and broadcasts. If the information is interesting, we will print it in this column. No personal replies will be made.

In response to many letters to this column we print below a complete list of stations broadcasting the Marx Brothers at 7:30 p. m. (EST) each Monday. This program has no Chicago outlet, and is given to only a few of the many stations on NBC's list, because of requests of the sponsors.

WJZ, New York City; WBAL, Baltimore, Maryland; WBZ, Springfield, Massachusetts; WBZA, Boston, Massachusetts; WHAM, Rochester, New York; KDKA, Pittsburgh, Pennsylvania; WDTF, Raleigh, North Carolina; WVMC, Asheville, North Carolina; WIS, Columbia, South Carolina; WMC, Memphis, Tennessee; WSMB, New Orleans, Louisiana; KTBS, Shreveport, Louisiana; WSM Nashville, Tennessee.

Erwin Patzke, Chicago, Ill.—“Mike and Herman” are heard now from WLW, Cincinnati, six days a week, at 10:30 a. m. (CST).

Adolph Kroutik, Dubuque, Iowa—You are both right to some degree. CKOK is listed as a Canadian station, and is owned and operated from Windsor, Canada, on a frequency of 540 kilocycles, 5000 watts power, but it has studios in Detroit, Michigan.

M. P., Woomsocket, R. I.—Ben Alley is twenty-nine years of age, and you are lucky that he allows it to be known. You can get a picture of him from Columbia Broadcasting System, Wrigley Building, Chicago. Donald Novis is at present off the air, taking a Christmas vacation in California, but will be back shortly after the New Year.

Mrs. F. Williamson, Galveston, Texas—Husk O'Hare, as he spells his name, is no longer broadcasting. A short while ago he was heard through CBS in Chicago, but he has left the Chicago spot.

E. Knight, Davenport, Iowa—Larry Funk's orchestra is now located in Cincinnati, and can be heard over WLW at different times during the evening, generally at 10:30 p. m. (CST).

LeRoy Chapin, Aberdeen, South Dakota—Andrea Marsh is eighteen years old, but none of the other stars you mention care to give out their age. Welcome Lewis has faded out of sight at present, and is not on the air.

Anonymous, Champaign, Ill.—Dr. Harry Emerson Fosdick is heard on the NBC National Vespers program at 4 p. m. (CST) Sundays. He has no Chicago outlet, but WSM, Nashville, and KOA Denver broadcast the program.

Charlotte M. Hagemann, Fort Atkinson, Wisconsin—The song Alice Joy used as her theme number last year in the Prince Albert program was “Caroline Is Calling Me.”

George S. Wright, Janesville, Wisconsin—“The Country Doctor,” NBC's skit, with Phillips Lord, recently changed times, and is now heard at 7:45 p. m. (CST). WMAQ could not allot this time, WLS now broadcasts the show. It is not given six days of the week but on Mondays, Tuesdays, and Wednesdays.

Mrs. Lester Lahmiller, Suppey, Oklahoma—Sven Swenson and his Swedehearts are given one weekly program by NBC. About Kate Smith, we could not tell you when she will leave Hollywood, but she can be addressed there in care of Paramount Studios. Her manager, Ted Collins, is thirty-eight years old. Those laughs and that applause you hear on the Lucky Strike Hour are genuine, and are really earned by Jack Pearl. Approximately 700 persons are admitted to the NBC studios in Times Square, New York City, and are not hired or even required to laugh or applaud the gags. This same is true of all similar applause over humorous programs.



Meet the Radio Rubes, latest singing sensations following the trend toward the Hillbilly songs. Rube Davis and Arty Hall are shown standing, left to right, while John and Neal Laby are seated. They are heard over the NBC-WJZ networks each Thursday at 11 p. m. They came into prominence only recently.

REVIEWING RADIO

By Mike Porter

ALTHOUGH a contract has been drawn up by NBC and The Revelers, it hasn't been signed yet, despite what you may hear . . . That widely published yarn about Roxy objecting to the nude statues in Radio City is largely the bunk . . . It was Roxy who ordered the statues . . . But the Rockefeller interests ordered them out . . . So Roxy cooked up a publicity gag about them . . . Originally, the Radio Corporation, including NBC, contracted for four million feet of space in Radio City . . . The order now has dwindled to 400,000 feet . . . And it's Martin Beck, not Roxy, who's running the project . . . Roxy is too prone to spend big money, so Beck holds the purse-strings . . . WOR

has put a ban on all depression gags and songs and those who sing or speak 'em will be penalized the exact sum they were to receive for the offending broadcast . . . Floyd Neale, the WOR announcer, and Arthur Hale, ditto, sound so much alike that the execs have ordered Neale to use the Harvard “a” and Hale the plebe alpha.

The Whole Truth—

A New York poet has chosen ten words as the most beautiful in the English language — they include Dawn, Mist, Melody, Murmuring, Chimes, etc. But Colonel Stoopnagle, basking on the Florida sands, picks an entirely different list. He likes Fuzz, Buzz, Fizz, Zither, Muzzle, Nozzle, Maze, Maize, Daze, Haze. You see, he's an old sailor, and follows the “Z” . . . Anson Weeks, the St. Regis maestro, joins the game and selects radio's ten ugliest words—Crooner, Morning, Commission, Sustaining, Rehearsal, Flop, Flop, Flop and Flop . . . David Ross, playing the game poetically, would substitute Lilt, Thunder and Lambert for the original picker's Dawn, Golden and Chimes . . . So what? . . . My own favorite words number only four—Cash on the nose! . . . Leo Reisman has discovered that dance music changes with the styles of women's dresses . . . Short dresses, fast music; long dresses, slow music because the gal's tootsies are hampered, hobbled, or something . . . Milton Cross, the original diction medalist, is lispng because of a tooth-pulling . . . Mark Smith, who plays the heavy in “Witch's Tales,” has checked up and discovered that in 1932 he will have committed suicide 92 times, but that he

evened it up by murdering 152 people.

Nothing But the Truth—

RADIO drama is approaching the land of Nod and Make Believe, if you want to believe Bill Rainey, production chief of the NBC . . . “We seem to be headed for romance and fairyland,” he says . . . Whoops! . . . “The public,” he continues, “has tired of realism in air dramas. People no longer want their own thoughts and lives analyzed . . . They want to get away from reality” . . . And so, kind folks, there'll be an experiment in January—“Alice in Wonderland,” will take to the air . . . And “Peter Pan” will follow . . . Frank Black is still determined that as music chief of the NBC, to end the current era of hot-cha music . . . But sponsors who don't agree with him, will continue fostering it . . . Funny thing about dance music, as Don Bestor, who used to travel a lot, points out . . . In New York, where living is fast, dancers like sentimental music . . . In peppy Chicago, they like slow tempos . . . In the languid South, they like hot music, and so on . . . But as Mr. Black says, “We have gotten past the foolish age when orchestral arrangements are so tricky that bands play around the melody instead of playing the tune . . . Now we're going to play music as the composer wrote it—at least, on sustaining programs.”

So Help Me—

Mr. Erno Rapee, who is Radio City's musical chieftain, is having trouble with Mr. Lew White, who was to have been head organist . . . Mr. White's resignation has been written, but not yet turned

(Continued on Page Fifteen)

Purely Personal

MILDRED ROSE, soprano and noted singer of oratorios, has recently become associated with the Columbia artists' staff. In addition to radio activity, Miss Rose will continue her concerts the first in a series of which will be given at Worcester, Massachusetts, two days after Christmas. A special holiday rendition of Handel's “Messiah” will be sung by Miss Rose at this time.

DORIS SHARPE, CBS receptionist, has been signed to sing with HAROLD STERN and his orchestra. Miss Sharpe has had charge of receiving auditioners at the Columbia studios for the past three years and will continue her position in addition to her new vocal schedules.

DONALD NOVIS, NBC singer, and his wife Juliette Burnett, also a singer are spending the Holiday Season in Pasadena, California, where the families of both reside. Mr. and Mrs. Novis will return to their New York apartment immediately after the first of the year.

F. Chase Taylor and Wilbur Hulick, known to radio audiences as COLONEL LEMUEL Q. STOOPNAGLE and BUDD, have signed with Paramount Pictures to appear in a full-length talking motion picture “International House.” The picture goes into production early in January with the comedians' sequences to be made in the East.

HENRY A. BELLOWS, vice-president of the Columbia Broadcasting System, has been assigned to Washington, D. C., where he will be in charge of that network's activities within the Capital district. He will assume his duties in Washington on January 1. Mr. Bellows, one of the pioneer broadcasters in the north central states, will continue to supervise the operation of Station WCCO in Minneapolis, and will spend a part of his time in that city.

JULIA SANDERSON and FRANK CRUMIT will celebrate their first Christmas in three years at their house in Long Meadow, Massachusetts. The past two years, radio schedules were responsible for Mr. and Mrs. Crumit's staying in town during the Xmas season.

Constance Callahan, fiancee to be of PAT KENNEDY, tenor with Ben Bernie's orchestra, arrived in Chicago from Pittsburgh this week-end to spend the holiday season with the singer. Following the dinner announcing their engagement, a number of parties are being planned for the couple.

C. L. MENSER, dramatic chief of the Chicago NBC offices, has returned from a visit to New York City where he spent some time with friends.

PAT FLANAGAN, Chicago CBS baseball and sportscaster, is keeping many engagements with his dentist these weeks. Owing to a weak heart and poisons from abscessed teeth, nearly all Flanagan's teeth must come out but only one or two can be removed at a time.

Just Fix a Pix in the aerial terminal and increase the strange and selectivity—permits knife-edge tuning—two mil. lion satisfied users. Once “Fixed” you're fixed for distant programs.

Gets the station you want clearly. Cuts out others. Attached by anyone. Money back if not satisfied. Send money or postal order. Also sent G.O.D. PIX PRODUCTS Dept. G. Tribune Bldg. 154 Nassau St., N. Y. C.

FIX A PIX IN YOUR AERIAL

100

Programs for Sunday, December 25

LOG OF MID-ATLANTIC STATIONS

Call Letters	Kilo-cycles	Power, Watts	Location
KDKA	980	50,000	Pittsburgh, Pa.
WABC	860	50,000	New York, N. Y.
WCAO	600	250	Baltimore, Md.
WCAU	1170	50,000	Newton Square, Pa.
WCBM	1370	250	Baltimore, Md.
WDAS	1370	100	Philadelphia, Pa.
WEAF	660	50,000	New York, N. Y.
WFI	560	500	Philadelphia, Pa.
WGY	790	50,000	Schenectady, N. Y.
WIP-WFAN	610	500	Philadelphia, Pa.
WJZ	760	30,000	New York, N. Y.
WLIT	560	500	Philadelphia, Pa.
WLW	700	50,000	Cincinnati, Ohio
WOR	710	5,000	Newark, N. J.
WPEN	1500	100	Philadelphia, Pa.
WRC	960	500	Washington, D. C.
WTEL	1310	100	Philadelphia, Pa.

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

8:00 A.M.
 CBS—Morning Musicals WABC
 NBC—Blue—Tone Pictures; WJZ
 NBC—Red—Melody Hour WEAF WRC WGY
 WPEN—Non-Sectarian Tabernacle Services

8:45 A.M.
 WRC—Eunice and Her Dad

8:55 A.M.
 WCAU—Radio Highlights

9:00 A.M.
 CBS—Columbia Junior Bugle WABC WCAO WCAU
 NBC—Blue—NBC Children's Hour; WJZ WRC WLW
 NBC—Red—The Balladeers; WEAF WGY
 WCBM—Morning Melodies
 WPEN—Appreciation of the Opera, Earl Reese

9:30 A.M.
 NBC—Red—Sparklets; WEAF WGY
 WCBM—To be announced
 WDAS—Morning Melodies
 WIP-WFAN—Modern Living
 WPEN—Bits of Femininity

9:45 A.M.
 NBC—Red—Alden Edkins; WEAF WGY
 WCBM—Garden of Reverie; Wm. R. Mackin
 WPEN—Dance Music

10:00 A.M.
 CBS—Columbia Church of the Air; WABC WIP-WFAN
 NBC—Blue—Don Hall, trio; WJZ
 NBC—Red—Organ Recital; WEAF WGY WRC
 WCAO—Sunpaper Comics; Dramatized by Uncle Bill
 WCAU—Watch Tower Program
 WCBM—Syncopated Silhouettes
 WDAS—WDAS Kiddies Follies
 WLW—Church Forum
 WPEN—Colored Kiddies Hour of the Air

10:15 A.M.
 WCAU—The Jelly Man; children's program

10:20 A.M.
 WFI—Service from Arch St. M. E. Church

10:30 A.M.
 CBS—The Compinsky Trio; WABC WCAU WIP-WFAN
 NBC—Blue—Around the Xmas Tree; WJZ WLW
 NBC—Red—Impressions of Italy; WEAF
 WCBM—The Watchtower Program
 WLIT—Church Service
 WOR—St. Thomas Carillon

10:45 A.M.
 NBC—Blue—Mood Continentale; WJZ WLW
 KDKA—Program for the Day
 WCBM—Musical Gems
 WIP-WFAN—Trinity Church Services
 WOR—Songs for Children, Sue Read

11:00 A.M.
 CBS—Horn and Hardart's children's hour; WABC WCAU
 CBS—Julia Mahoney and Charles Carlile; WCAO
 NBC—Blue—Morning Musicale; WJZ WLW
 KDKA—Services from First United Presbyterian Church
 WCBM—Westminster Presbyterian Church
 WDAS—Musical Gems
 WOR—West End Presbyterian Church Service
 WPEN—Services from First Church of Christ Scientist

11:15 A.M.
 WDAS—Service from the Belmont Ave. Baptist Church

11:30 A.M.
 CBS—The Melody Makers; WCAO
 NBC—Red—Major Bowes' Capitol Family WEAF WRC

12:00 NOON
 CBS—Salt Lake City Tabernacle; WABC WCAO WCAU
 NBC—Blue—Baby Rose Marie; WJZ
 NBC—Red—Major Bowes' Capitol Family; WGY WFI WLIT
 WDAS—The Cosmic Troubadours
 WLW—Organ Program
 WOR—Voice of Experience
 WPEN—Dance Music

12:15 P.M.
 NBC—Blue—Roxy Mammoth Symphony; WJZ WLW
 KDKA—Sunday Serenade
 WDAS—Organ Recital
 WIP-WFAN—Bella Braverman, pianist
 WPEN—Crazy Crystallizers

12:30 P.M.
 CBS—Christmas Carols; WABC WIP-WFAN
 NBC—Red—Southland Sketches; WEAF WLIT WFI
 WCAU—Anthony Candeloro's Orchestra
 WCBM—Koven's Musicale
 WLIT—To be announced
 WOR—The Cabbies
 WPEN—Children's Cheer Club
 WTEL—Children's Program

12:45 P.M.
 CBS—Emery Deutsch's Orchestra; WABC WIP-WFAN
 KDKA—Waldorf-Astoria Organ Recital (NBC)
 WDAS—"Prison Tales Hour"
 WIP-WFAN—Watch Tower Religious Service
 WRC—Morgan E. Morgan

1:00 P.M.
 CBS—Cathedral Hour; WABC
 NBC—Red—Pop Concert; WEAF WFI WGY
 KDKA—Roxy and his Gang (NBC)
 WCAU—Bill and Ginger, comedy and song
 WCBM—Syncopated Silhouettes
 WDAS—Musical Silhouettes with Melody Four
 WIP-WFAN—Watch Tower Religious Service
 WLW—Ace Brigode's Orchestra
 WOR—Perole String Quartet

1:15 P.M.
 WCAU—Lou Ross Gypsy Troupe
 WDAS—Rose Gallo, songs
 WIP-WFAN—Philadelphia Musical Academy Concert

1:30 P.M.
 CBS—Columbia Church of the Air; WABC
 NBC—Blue—Modern Christmas Carol; WJZ
 NBC—Red—Under Christmas Skies; WEAF WGY WFI
 KDKA—Allegheny County Concert
 WCAU—Church of the Air
 WCBM—Regal Shop Stylists
 WDAS—Paramount Children's Hour
 WLW—Threesome and Organ
 WPEN—Lichtey's Revellers
 WRC—Rainbow Isle
 WTEL—Aetna Life Bandmasters

1:45 P.M.
 WIP-WFAN—Mrs. Schlorer's Children's Hour
 WTEL—Don Ross, tenor

2:00 P.M.
 CBS—Ed McConnell; WABC WCAO
 NBC—Blue—Monarch Mystery Tenor; KDKA WLW
 NBC—Blue—The Pilgrims; WJZ
 NBC—Red—Adventures through Fire and Ice, Father Bernard Hubbard; WEAF WGY
 WCAU—Sartit String Quartet
 WCBM—Century Matinee Program
 WDAS—Harold Davis' Radio Discoveries
 WLIT—Kiddie's Theater of the Air
 WOR—Italian Grand Opera
 WPEN—Billy Penn's Daily Diary
 WTEL—Memories, Lane and West

2:15 P.M.
 CBS—Sunday Matinee of the Air; WABC WCAO WCAU
 NBC—Blue—To be announced; WJZ KDKA
 NBC—Red—Clyde Doerr's Saxophone Octet; WEAF WGY
 WLW—Conservatory of Music Recital
 WPEN—Tunes to be Remembered
 WRC—National Jubilee Singers
 WTEL—Bohemian Nights; Adventures in Greenwich Village

2:30 P.M.
 NBC—Blue—Charlie Agnew's Orchestra; WJZ KDKA WLW
 NBC—Red—Moonshine and Honeysuckle; WEAF WGY WRC
 WCBM—Leo Bateman and Jack Rohr
 WDAS—Jewish Melodies
 WPEN—German Lutheran Radio Hour

2:45 P.M.
 CBS—The Hoosier Editor; WABC WCAO WCAU
 WIP-WFAN—The Southland Singers
 WTEL—Talk, Youth Protection

3:00 P.M.
 CBS—New York Philharmonic Symphony Orchestra
 WABC WCAO WIP-WFAN
 NBC—Blue—Our American Music; WJZ
 NBC—Red—Wayne King's Orchestra; WEAF WRC WGY WLIT
 KDKA—Bradley Kincaid
 WCAU—Hoexter Jubilee Singers
 WCBM—Phillips' Roofers Orchestra
 WLW—Carillon Chimes
 WOR—Annual Radio Speaking Contest
 WPEN—Studio Guest of Honor

3:15 P.M.
 KDKA—Melody Lane (NBC)
 WCAU—Stewart Sisters and Parker
 WLW—Franklin Benz and String Trio
 WPEN—Embarrassing Moments Contest

3:30 P.M.
 NBC—Blue—Manhattan Merry-Go-Round; WJZ KDKA
 NBC—Red—Hour of Worship WEAF WFBR WRC WLIT WGY

WCBM—Hecht's Dance Parade
WDAS—Standard Theater Kiddies' Revue
WLW—J. Alfred Schehl, organist
WPEN—Cathedral of the Underworld

3:45 P.M.
WCAO—Melody Lane
WCAU—Melody Lane
WOR—Al and Lee Reiser, two pianos

4:00 P.M.
NBC—Blue—Cowboy Tom; WJZ KDKA
NBC—Red—Idont Program with Jane Froman WRC
WEAF WGY WLIT
WCAO—Father Coughlin of the Little Flower
WCAU—Little Flower Hour
WCBM—To be announced
WDAS—The Dixie Stompers
WLW—Radio League of the Little Flower; Rev. Charles Coughlin
WOR—Rev. Charles Coughlin

4:15 P.M.
NBC—Red—Wildroot Institute; WEAF WRC WGY WLIT
WCBM—Three Sharps and One Flat
WDAS—Warren Roth, banjoist

4:30 P.M.
NBC—Blue—National Youth Conference; WJZ
NBC—Red—To be announced; WEAF WGY WFI
KDKA—Shady Side Presbyterian Church Services
WCBM—Carl Vosburg's Orchestra
WDAS—The New Latin Hour

4:45 P.M.
NBC—Red—The Revelers; WEAF WGY WRC

5:00 P.M.
CBS—Roses and Drums; WABC WCAO
NBC—Blue—National Vespers; WJZ
WCAU—Tenth Presbyterian Church
WCBM—Jehovah's Witnesses
WDAS—John Austin's Orchestra with Jodie Robinson
WFI—Today's News; Lowell Thomas
WIP-WFAN—The Enchanted Quarter Hour
WLW—Smilin' Ed, McConnell
WOR—Hand Personalities; String Orchestra
WPEN—Royal Children's Hour
WRC—To be announced
WTEL—Wissinoming Boys

5:15 P.M.
NBC—Red—Unemployment Relief Program; WEAF WFI
WIP-WFAN—Young People's Hour
WRC—Harming's Melodie Gems

5:30 P.M.
CBS—Blue Coal Musical Revue; WABC WCAO WCAU
NBC—Blue—Pages of Romance; WJZ KDKA WLW
NBC—Red—To be Announced; WEAF WFI WGY WRC
WCBM—Royal Theater Gang
WDAS—Ideal Italian Hour
WOR—Nation-Wide Gospel Sermon
WPEN—Mickey McGinnes and Real Kids
WTEL—"Contrast"; Norman Buck Trio

5:45 P.M.
WCBM—Jack Rohr's Trio
WTEL—De Luxe Organist

6:00 P.M.
CBS—Poet's Gold; WABC WCAU
NBC—Blue—Paul Whiteman's Rhythmic Concert; WJZ
NBC—Red—Catholic Hour; WEAF WLIT WRC WGY
WCBM—Johnny Tucker's High Hatters
WDAS—The Cosmopolitan Tenor
WLW—Ace Brigode's Orchestra
WOR—The Comfort Hour
WPEN—Harry Duke's Orchestra
WTEL—Watch Tower Program in Polish

6:05 P.M.
KDKA—Teaberry Sport Review

6:10 P.M.
KDKA—Press News Reeler

6:15 P.M.
CBS—Little Jack Little; WCAU
CBS—On the Air Tonight; WABC
KDKA—Westinghouse Concert
WDAS—The Gossipers
WIP-WFAN—The German Hour
WTEL—Polka Program

6:20 P.M.
CBS—Little Jack Little; WABC

6:30 P.M.
CBS—Irene Beasley; WABC WCAU
NBC—Red—To be announced; WEAF WLIT WRC
WCBM—Oriole Department Store Entertainers
WDAS—Songs of Sunshine; Emmett Welch and Oscar Davis
WGY—Tebbutt Memorial Artists
WLW—Frosley Roamios
WOR—Margaret Anglin Presents
WPEN—Musical Buds, Girls Orchestra
WTEL—Katrolek Melodies

6:45 P.M.
KDKA—The Fireflies
WCBM—Rareses Rhythm Boys
WDAS—Musical Varieties
WGY—Sabbath Choristers

7:00 P.M.
CBS—The World's Business; Dr. Julius Klein; WIP-WFAN WABC
NBC—Blue—Eva Jaye, Choir; WJZ
NBC—Red—Borrah Minnevitich's Harmonica Rascals; WEAF WGY
KDKA—The Chatterbox
WCAO—To be announced
WCAU—The Newton Sunday Evening Concert
WDAS—Present Day Religion Series
WLIT—To be announced
WLW—The Three Cheers

WOR—Alice Blue Gown Program; Jack Berger's Orchestra
WPEN—Lincoln Theater Revue
WRC—"Air-O-Torials"
WTEL—Instrumentalists

7:15 P.M.
CBS—Barbara Maurel, contralto; WABC
NBC—Blue—Talk; Dr. Howard W. Haggard; WJZ
NBC—Red—Wheatenaville; Dramatic Sketch; WEAF WLIT WRC WGY
WCAU—Fox Weis Fur Trappers
WDAS—The Pearl Islanders
WLW—Alice Remsen and Orchestra
WIP-WFAN—Penn. A. C. Cone Ensemble
WTEL—Emanuel's Orchestra

7:30 P.M.
CBS—Memories in Melody; WABC WCAO WCAU
NBC—Blue—Great Moments in History; WJZ KDKA WLW
NBC—Red—Orchestral Gems WEAF WGY
WCBM—Stonewall Trio
WDAS—The Voice of Cheer
WIP-WFAN—Sascha Jacobinoff's String Quartet
WLIT—WLIT Pathe News reporter
WOR—Choir Invisible; vocalists and orchestra
WRC—Shereham Concert Orchestra

7:35 P.M.
WTEL—Ruslac Program

7:40 P.M.
WDAS—Rose Gallo, songs

7:45 P.M.
CBS—Angelo Patri, "Your Child"; WABC WCAO WCAU
WCBM—Soccer and Football Scores; Henry Hess
WRC—Wakefield Ensemble

7:50 P.M.
WTEL—Strength Through Misfortune

8:00 P.M.
CBS—Andre Kostelanetz; WABC
NBC—Blue—Russian Gaieties; WJZ KDKA
NBC—Red—Eddie Cantor; Rubinoff's Orchestra; WEAF WLIT WRC WGY WLW
WCAU—Fame and Fortune Program
WCBM—Westminster Presbyterian Church
WDAS—The Virginia Old Timers
WIP-WFAN—Presbyterian Church Services

8:15 P.M.
WOR—Vera Brodsky and Harold Triggs, two pianos

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Sunday Programs [Continued]

<p>8:30 P.M. CBS—Frank Cambria and Roxy Theater Ensemble; WABC WCAO WCAU NBC—Blue—Red Adams; sketch; WJZ KDKA WDAS—The Manzi Italian Hour WLW—Curtain Calls WOR—Don Bestor's Orchestra WPEN—Italian Hour</p> <p>9:00 P.M. CBS—Fred Allen's Bath Club Revue; WABC WCAO WCAU NBC—Blue—Enna Jettick Melodies; WJZ KDKA NBC—G. E. Circle; WEAFF WRC WFI WGY WCBM—Labovitz Melodies WIP-WFAN—Mannie Morris' Orchestra WLW—Ernie Palmquist's Orchestra WOR—Wings of Romance; orchestra WPEN—Kilenea Hawaiians</p> <p>9:15 P.M. NBC—Blue—Smith Brothers; Trade and Mark; WJZ KDKA WLW NBC—Red—American Album of Familiar Music WRC WEAFF WFI WGY</p> <p>9:30 P.M. CBS—Enroute to Pennzoil Parade of Melodies; WABC WCAO WCAU NBC—Blue—Walter Winchell; WJZ KDKA WLW</p>	<p>WCBM—Tony Ryan; Songs WDAS—Piano Meditations; Manny La Porte WIP-WFAN—Gene Marvey, songs WOR—Old World Carollers; quartet WPEN—Greek Program with Katsaros Orchestra</p> <p>9:45 P.M. NBC—Blue—To be announced; WJZ KDKA WCBM—Joe Bostic's Program WDAS—Royal Negro Art Hour WIP-WFAN—To the Isle of Dreams WLW—Leonard Watson, cellist WOR—Los Chicos; Spanish Revue WRC—To be announced</p> <p>10:00 P.M. CBS—Jack Benny, Comedian and Ted Weems' Orch. WABC WCAO WCAU NBC—Blue—Edna St. Vincent Millay; WJZ NBC—Red—Ohman and Arden, and orchestra; WEAFF WFI WGY WLW—Thelma Kessler's Orchestra WOR—New York Opera Associations Program WRC—News</p> <p>10:15 P.M. NBC—Blue—To be announced; WJZ KDKA WLW NBC—Our Government; WEAFF WFI WGY WDAS—Tindley Singers WIP-WFAN—Five Melody Monarchs</p>	<p>10:30 P.M. CBS—Saint-Saens Christmas Oratorio; WCAU NBC—Blue—Orange Lantern, mystery drama; WJZ KDKA—Jean Wald's Orchestra WCBM—To be announced WIP-WFAN—Pearl Theater Revue WLW—Back Home With Frank Luther</p> <p>10:45 P.M. NBC—Red—Sunday at Seth Parker's; WEAFF WFI WGY WLW—Southern Singers</p> <p>11:00 P.M. CBS—The Gauchos; WABC WIP-WFAN NBC—Blue—Three Keys; WJZ KDKA—Teaberry Sport Review WCAU—Boake Carter, Talk WLW—Tales of Terror WOR—Moonbeams, Verna Osborne, soprano</p> <p>11:15 P.M. NBC—Blue—Sam Sherman; WJZ NBC—Red—Melodic Serenade; WEAFF WRC WFI KDKA—News WCAU—To be announced WCAU—Carlile and London, pianists</p> <p>11:20 P.M. KDKA—Alexander Roy, tenor</p>	<p>11:30 P.M. CBS—Eddie Duchin's Orchestra; WABC WCAU WCAO NBC—Blue—Hotel Bismarck Orchestra; WJZ KDKA NBC—Red—Melodic Serenade; WEAFF WIP-WFAN—Music Hall Varieties WLW—Vox Humana WOR—Ben Selvin's Orchestra</p> <p>11:45 P.M. WIP-WFAN—The MacClains</p> <p>12:00 MIDNIGHT CBS—Ben Pollack's Orchestra; WABC WCAU NBC—Blue—William Stoess' Flying Dutchmen; WJZ WLW NBC—Red—Joe Furst's Village Barn Orchestra, Gus Van; WEAFF WLIT—Show Boat Orchestra WOR—St. Thomas Carillon</p> <p>12:30 A.M. CBS—Bernie Cummins' Orchestra; WABC WCAU NBC—Blue—Gus Arnheim's Orchestra WJZ NBC—Red—Charlie Kerr's Orchestra WEAFF WLW WLW—Jan Garber's Orchestra</p> <p>12:45 A.M. CBS—Hal Kemp's Orchestra; WABC WCAU</p> <p>1:00 A.M. WLW—Moon River</p>
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Programs for Monday, December 26

<p>6:30 A.M. WLW—Top o' the Morning</p> <p>6:45 A.M. WLW—Caterpillar Tractor Program</p> <p>7:00 A.M. KDKA—KDKA Musical Clock WCAO—Early Risers Musical Clock WCBM—Morning Melodies WLW—College Three WTEL—"Top of the Morning"</p> <p>7:15 A.M. WLW—Old Bill</p> <p>7:30 A.M. CBS—Organ Reveille; WABC NBC—Blue—Don Hall Trio; WJZ NBC—Red—To be announced; WEAFF KDKA—Bradley Kincaid WCAO—Sunpaper Bulletins WLW—Yodelling Twins WPEN—Musical Clock</p> <p>7:40 A.M. WPEN—News and Views</p> <p>7:45 A.M. CBS—Bud Collyer, The Kruschen Serenader; WABC NBC—Blue—Jolly Bill and Jane; WJZ KDKA WCAO—WCAO Kiddie Club WLW—Andy Mansfield's Memory Box</p> <p>8:00 A.M. CBS—Salon Musicale; WABC WCAU NBC—Blue—The Wheatworth Program; WJZ NBC—Red—Gene and Glenn; WEAFF WFI WGY WRC KDKA—Bronc Busters WCAO—Late Risers' Musical Clock WCBM—Morning Glories WLW—Morning Devotions WPEN—Cruise of the S. S. All In Fun WTEL—The Console Rises</p> <p>8:15 A.M. NBC—Blue—Morning Devotions; WJZ NBC—Red—Organ Rhapsody WEAFF WFI WGY KDKA—KDKA Kiddies' Klub WLW—Reinie Gau WPEN—Jack Tar's School Days WRC—Morning Varieties</p> <p>8:30 A.M. CBS—Rhythm Kings; WABC WCAU NBC—Blue—The Pepper Pot; dance orchestra; WJZ WLW NBC—Red—Cheerio; inspirational talk and music WFI WEAFF WRC WGY KDKA—Morning Cheer WPEN—Arithmetic Band WTEL—Thrifty Club</p> <p>8:45 A.M. KDKA—Pepper Pot (NBC) WIP-WFAN—Early Riser's Club WPEN—Chris Seiter, crooning troubadour WTEL—Flashes of Wit</p> <p>9:00 A.M. CBS—Little Jack Little; WABC WCAO WIP-WFAN NBC—Red—Three Mustachios WEAFF WGY WRC WLIT KDKA—Press News-Reeler WCAU—Words and Music WCBM—News Flashes WDAS—Morning Melodies WLW—Pacific Borax Talk WPEN—Sea-Goin' Bill at the Piano</p> <p>9:05 A.M. KDKA—Piano Classique WLW—Child Care and Training</p>	<p>9:15 A.M. CBS—Gold and Dusty and the Silver Dust Twins; WCAU CBS—Gypsy Music Makers; WABC WCAO NBC—Red—Current Events WEAFF WRC KDKA—Style and Shopping Service WCBM—Le Roy McKnew; Pianist WIP-WFAN—Organalities WLIT—Womens' Home Hour WLW—Morrie Newman and Larry Greuter WPEN—The Health Man</p> <p>9:30 A.M. CBS—Tony Wons; Are You Listenin'?; WABC WCAO WIP-WFAN NBC—Blue—Vic and Sade; WJZ KDKA NBC—Red—Jack and Jill; WEAFF WCAU—Asco News Reporter WCBM—Merchants' Air Review WDAS—Thomas R. Martindale, health talk WLIT—Homemakers' Forum WLW—Tony Cabooch WPEN—Second Cruise of the S. S. All In Fun</p> <p>9:45 A.M. CBS—Reis and Dunn; WABC WCAO WCAU WIP-WFAN NBC—Blue—Nothing but the Truth; WJZ NBC—Red—Meditations; organ melodies; WGY WEAFF WRC WFI KDKA—Press News Flashes WDAS—Tinkling Tunes WLW—Organ Moods, Arthur Chandler, Jr. WPEN—Bo'sun Borelli, songs</p> <p>9:50 A.M. KDKA—Program for the Day</p> <p>10:00 A.M. CBS—The Singing Vagabond; WABC WCAU WCAO NBC—Blue—John Fogarty, tenor; WJZ KDKA NBC—Red—Flying Fingers; WEAFF WFI WCBM—Melody Parade WDAS—Betty Barnes discusses "Our Children" WIP-WFAN—Home Maker's Club WLW—Live Stock Reports WOR—Carillon from St. Thomas's Church WPEN—Freddy, the Cabin Boy</p> <p>10:10 A.M. WLW—Program Resume WPEN—Tom Rott, Skit</p> <p>10:15 A.M. CBS—Melody Parade; WABC WCAU NBC—Blue—Clara, Lu 'n' Em; WJZ KDKA NBC—Red—Breen and de Rose; WEAFF WFI WRC WGY WDAS—Ads and Fads, talks with music WLW—Mail Bag WOR—Special Musical Program</p> <p>10:20 A.M. WPEN—Chips Eckert, comedian</p> <p>10:25 A.M. WPEN—Foot Health Talk</p> <p>10:30 A.M. CBS—Edna Rush, contralto; Fred Berens' Orchestra; WABC WCAU WIP-WFAN NBC—Blue—Our Daily Food; WJZ KDKA NBC—Red—Morning After Xmas; WEAFF WRC WFI WCBM—Lila Sadelia Gray; Reader WDAS—On the WDAS Sightseeing Bus WLW—Varsity Quartet WPEN—Grab Bag of the Air</p> <p>10:45 A.M. CBS—Vocal Art Trio; WABC WCAO WCAU NBC—Blue—Emily Post; WJZ KDKA WLW WCBM—Varieties WIP-WFAN—Melody Mac</p>	<p>11:00 A.M. CBS—Morning Moods; WABC WCAO WCAU NBC—Blue—Happy Jack Turner; WJZ NBC—Red—Melody Three; WEAFF WRC WLIT KDKA—Nesbitt and Di Lernia WCBM—Heart and Home Service WDAS—A Thought for the Day, poetry WIP-WFAN—Classified Program WLW—The Sunshine Boys WOR—Nell Vinick, beauty talk</p> <p>11:15 A.M. NBC—Blue—Elsie Mae Gordon; WJZ NBC—Red—Radio Household Institute WEAFF WLIT WRC WGY KDKA—Alabama Cotton Pickers WDAS—The Memory Pianist WLW—Mike and Herman WOR—To be announced WPEN—Chamber of Commerce, Women's Home Hour</p> <p>11:30 A.M. CBS—Academy of Medicine; WABC WCAO WIP-WFAN WCAU NBC—Blue—Toytown Revue; WJZ KDKA NBC—Red—Sonata Recital; WEAFF WRC WCBM—Musical Games WDAS—The Scrap-Book of the Air WLIT—Everywoman's Hour WLW—Hot Corn WOR—Ann Stevens' Thrift Hour WPEN—Harmony Twins</p> <p>11:45 A.M. CBS—Ben Alley, tenor; WABC WCAO WIP-WFAN WCAU KDKA—Laws Affecting Women WDAS—Organ Recital WOR—Riverdale; sketch WPEN—Piano Ramblings</p> <p>12:00 NOON CBS—Buddy Harrod's Orchestra; WABC NBC—Blue—Smack Out; WJZ NBC—Red—On Wings of Song; WEAFF WRC WGY WLIT KDKA—Business News and Market Reports WCAU—The Warwick Sisters, songs WCBM—To be announced WIP-WFAN—Current Topics WLW—Three Cheers WOR—The Voice of Experience WPEN—Organ Doctor WTEL—Noon Tunes</p> <p>12:10 P.M. WCAU—Health Forum, talk</p> <p>12:15 P.M. NBC—Blue—Lady Bugs; WJZ NBC—Red—On Wings of Song; WEAFF WCAU—Buddy Harrod's Orchestra WCBM—Luncheon Music WDAS—Noontime Melodies WLIT—Noontime religious service WLW—River and Market Reports WPEN—Musical Lovelorn WTEL—News Resume</p> <p>12:20 P.M. KDKA—Farm Flash WOR—Up from Florida, sales talk</p> <p>12:25 P.M. WCAU—Melody of the Day WOR—The Willard Messenger, sales talk</p> <p>12:30 P.M. CBS—Concert Miniatures; WABC WCAO NBC—Blue—Christmas Oratorio Bach; WJZ WRC WLW KDKA—Press News-Reeler WCAU—Boake Carter, talk WCBM—Howard String Trio WDAS—Neighbour and His Neighbours WLIT—Benjamin Franklin Hotel concert orchestra WOR—Carnegie Hall Organ Recital; Alex. Richardson at the Console WPEN—Marty Rollins' Orchestra WTEL—Philadelphia Chamber of Commerce Women's Radio Review; talk</p>	<p>12:35 P.M. KDKA—Jimmy Joy's Orchestra</p> <p>12:45 P.M. WCAU—Harold Knight's Orchestra WTEL—Radio Ramblings</p> <p>1:00 P.M. CBS—George Hall's Orchestra; WABC WCAU NBC—Red—Kay Kyser's Orchestra; WEAFF WFI KDKA—National Farm and Home Hour (NBC) WCAO—Lou Becker's Orchestra WCBM—Ted Elmore's Collegians WGY—Albany on Parade WIP-WFAN—Gimbel Choral Group WOR—Christmas Round the World WPEN—Woman's Page of the Air</p> <p>1:05 P.M. WDAS—Uncle Sam At Your Service</p> <p>1:15 P.M. WDAS—Talk WFI—Talk WIP-WFAN—Orient Orchestra WPEN—Harmony Philosophers</p> <p>1:20 P.M. WDAS—Uncle Sam at Your Service WFI—Casa Loma Orchestra (NBC)</p> <p>1:30 P.M. CBS—Atlantic City Musicale; WABC WCAO WIP-WFAN NBC—Blue—The Ambassadors; WJZ NBC—Red—Emerson Gill's Orchestra; WEAFF WRC WFI KDKA—Van and Don (NBC) WCAU—Paul Tremaine's Orchestra WDAS—Items of Interest WLW—Jan Garber's Orchestra WPEN—Old Timers' Ensemble</p> <p>1:45 P.M. NBC—Blue—Harold Stokes' Orchestra; WJZ KDKA WCAU—Tom Jones; Arkansas Traveler WDAS—Phila. Chamber of Commerce Women's Home Hour, talk WGY—Emerson Gill's Orchestra (NBC) WPEN—Talk: Thomas C. Martindale</p>
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• Plums and Prunes •

By Evans E. Plummer

Chicago, Illinois

FOR the benefit of eastern radio scribes (Why, of course, I couldn't mean you, Mike Porter. Don't be absurd), it is hereby rumored, alleged and whispered that one Guy Lombardo, band leader and cigar seller, is about to close negotiations to take a tour of European countries at the end of his New York date. And if the deal goes through, he may also broadcast his band from the ship en route and weekly from overseas by radio relay during the Summer months.

Next Summer's band bookings aren't as important, however, as the trend to symphonic and operatic music and away from the often ragged rhythm of so-called dance orchestras during the late network hours. Perhaps, Mike, you've noticed that little revolution NBC is trying to start? As your worrying second, I'm not a bit ajitter over the substitution. Like you, Mr. Porter, I am inclined to think that nine-tenths of the dance music on the air these nights is just plain lousy.

But will the National Broadcasting Company educate the public to the better things in music? Not during the late hours, we fear, because all good people go to bed early, and only the few remaining highball and cocktail blotters are there to tune in disappointedly the Brahms and Beethoven. What they want is noise, with plenty of bass drum, and almost any of the more inferior name bands fill the order.

No Mike, I'm far from satisfied with radio and radio artists' private lives. But maybe I don't give a — crooner about the latter and have given up the future of the former. Did I say there was nothing to that Marge yarn? It was Gwen (Patricia Ann Manners) whose martial state I declared would not cede. As for Marge, I was handed one of those confidence statements which kept my trap shut. I hate to violate confidences almost as badly as to give a program a plum.

The Public Speaks—

So Winchell and the dailies brought the "news." It blew over nicely, however, except that the papers told about her having a child and living at a certain address here. Ever since her mail box has been filled daily with about a hundred letters of appeal from other mothers reading more or less like this one: "You have one child. I have five hungry babies. As a mother, I implore you to help." And Marge would like to, but she can't begin to scatter her less-than-reported income over the many needy cases.

And Mr. Porter, how come you let NBC haul the Stebbins Boys off the air without registering discord? You haven't even brought us a good excuse yet. And how about the CBS rough treatment of Eno Crime Club? Last week they didn't even get gong curtains. Columbia must have swiped the sound effects to retaliate for the impending Eno switch to the rival chain. Incidentally, you softie, I see you've laid off the chain vice-presidents. Have they been treating you better, or what? And did you know you may have an added one in New York within a year from now? He's a nice egg, I'm sorry to report.

Gospel Can't be Sold—

The Chicago Bible Society, a non-profit organization, sought to spread the gospel by well-dramatized Bible stories. Station WMAQ was selected and for several Sundays the dramas were excellently produced by a capable cast. They were really plummy.

Then the Bible society wanted to ask for small contributions to defray the broadcasts' expense. WMAQ refused to allow it. But you can sell dry goods, drugs, toothpaste or coffee over WMAQ for profit, and the latter on Sunday, too.

The upshot is that the Bible dramas are off WMAQ and the Chicago Bible Society is

looking for a more liberal minded outlet.

Congratulations Mr. Downey on that there son. They tell me you wrote a song lyric dedicated to his arrival and which contained the optional adjectives "brown (blue) eyes." Next time you play papa you'll know they all arrive blue, change later to their eventual color, and become black and blue when overly fresh at the wrong time.

Fu Manchu Suey Thickens—

Fu Manchu, yellow desperado and arch criminal who rides the CBS wires on Monday nights, is a multiple personality. Although the murderous laundryman is an important part of the program—according to its title and his crooked laugh—he is being given the menial work of doubling, tripling and sometimes playing even more parts in addition to that of Fu-ey.

Jack Daly, who's Mr. Manchu without his mustache and mandarin coat, was sought out and interviewed by this pruner. He didn't mind the extra work although Fu agreed that his vocal whiskers were a bit askew and the public might be confused by hearing him play constable, hack driver, boatman, member of parliament and what-have-you. Besides, think of the out-of-work actors.

Maybe it's a game. The more confusing a mystery play, the merrier. But I'll take my Fu Manchu straight.

That overworked Lavioris "cold-catching tenor from St. Paul" couldn't have been listening to Amos 'n' Andy, the Country Doctor, Smith Brothers or the Goldbergs, could he? If he'd have had a radio set, he'd have been all mouth-washed up by now.

Candied Prunes and Plum Pudding—

What, Plummer? Here you've wasted almost two columns and haven't tossed a plum or prune. Get busy. Even if it is Christmas, hand 'em candied prunes and plum puddings. The sponsors and artists will understand (oh yeah?). Isn't it more blessed to give than to receive? So-o-o-o:

Prunes for the absence of O'Keefe on the Lucky carpet. It hasn't the old pep . . . A & A and Goldbergs, I get enough of dentists' offices as is, so don't make them so realistic . . . Another prune to that overdone tremolo of the CBS Kent Foundation discovery, Helen (Ringeisen) O'Reilly . . . Plums to Jack Benny for repeating "Grind Hotel" and prunes for much of the other patter which could have been cut and better used by Weems and Marsh . . . Prunes to Eddie Cantor for using almost the same melody for all his novelty songs and a plum for three new gags on a recent show . . . A basket of pink-ribboned plums to Jack Pearl, the best laughmaker on the chains this year . . . And almost as many to Fred Allen and Roy Atwell who DO have ideas that are unique every week . . . A plum to CBS for giving songstress Harriet Cruise a deserved chain buildup . . . More plums to Myrt and Marge for going funny with their "Romeo and Juliet" sequence.

And a verra, merra Christmas, if you can take it.



Guy Lombardo, above, will be one of the famous maestros participating in Columbia's nation-wide New Year's Eve party beginning at 10 p. m., December 31, and lasting until 4 a. m. January 1. Twenty-five great orchestras will be picked up during the course of the evening and their music sent over the CBS chain. Among them, besides Lombardo, will be Harold Stern, Meyer Davis, George Hall, Eddie Duchin, Isham Jones, Ben Pollack, Hal Kemp, Wayne King and Ted Fiorito.

Be Your Own Radio Critic

Radio Guide will pay five dollars each week for the winning "Be Your Own Critic," and will publish those other letters, as an honorary mention, which appear nearly as good. Criticisms of radio programs should not exceed 200 words. They should be as impartial as possible, and above all must be interesting. The opinions expressed are those of the individual reader, and Radio Guide is not responsible for them. Address all letters to the "Be Your Own Radio Critic Editor." This week's winner:

By Aldine Wayne

Being a radio critic had never seemed to be such a serious business, somehow, until I started this "column." One wishes to be constructive, and that requires frankness, which may make a few enemies for me—I hope they will be friendly ones!

My present pet peeve of radio? It's the Maxwell House Show Boat! Everyone agrees with me that Lanny Ross is the most eminent feature of that program, and we were permitted to enjoy his enchanting ballads, uninterrupted, before the Show Boat cruised in. Now the show is too diversified to be appealing in every detail and it is therefore annoying at times.

Jules Bledsoe's voice is too powerful to be classed as a good radio voice, but would be magnificent on the stage. That would be a good place for the Johnson singers, too.

Annette Hanshaw would add a charming feminine note to any good orchestra. The rest of the show I would dispense with entirely. Particularly the shouting, applause, and other noises that are somewhat disturbing to tired nerves at eight o'clock in the evening (Thursday, WMAQ).

Of course, a bouquet goes to the genial voiced announcer, Edmund Ruffner. Ross and Ruffner were an ideal combination.

Aldine Wayne
2401 W. McLean Ave.
Chicago, Illinois

Winning Mikritics

Radio Guide, to make this column more interesting and amusing, wants to print the "boners" and "bulls" that often slip into the microphone and that are interesting and amusing. An instance of this is the first winning Mikritic printed this week. Of course, we will continue to print some of the best jokes and gags heard on the air, too. One dollar will be paid to the winners each week. A quotation must not be more than fifty words long, must give the time, date, and station on which it was heard, and must be accompanied by name and address of sender. Address your letters to Mikritic, care of Radio Guide.

December 8—2:15 p. m.—KSTP:
Announcer—"The next program is Edna Wallace Hopper electrically transcribed."
Dorothy M. Wyatt, Minneapolis, Minn.

Old Timers—December 7—9:45 a. m.—WLS:
Ralph: "I went into a barber shop one day and I said to the barber, 'I believe you're the same barber who cut my hair before.' And he said to me, 'No, I've only been here two years.'"
Dale Day, Odin, Illinois

Are You Listenin'—December 8—9:44 a. m.—CKOK:
Announcer: "You have been listening to Tony Wons, better known as Tony Wons."
Edward Schweder, Warren Michigan

Army and Navy Game—Saturday, December 3—3:20 p. m.—WCAU:
Ted Husing: "This is the first substitute the Army has sent in since the last one."
William Newlove, Essington, Penn.

Ted Weems' Dance Program—December 5—10:30 p. m.—WENR:
Announcer: "You have just been listening to a program of music played by Ted Husing."
Wendell Ingoldsby, Jacksonville, Illinois

Tomorrow's Tribune—December 5—9:35 p. m.—WGN:
Bob Elson: "Mrs. William McAdoo, wife of Senator-elect McAdoo and daughter of former President Woodrow Wilson underwent a successful operation for the removal of her appendix from New York."
Helen Lincoln, Belvidere, Illinois

Are You Listenin'—December 12—8:30 a. m.—KMOX:
Tony Wons: "A chiropractor is a man who gets paid for doing what another man gets slapped for."
Mrs. C. M. Warner, Clinton, Illinois

December 7—10:10 p. m.—WBBM:
Nellie Revell (introducing Mrs. Paul Whiteman): "Mrs. Whiteman is five and one-half inches tall and weighs 105 pounds."
Miss Jane Smiley, Clintonville, Wis.

Southern California vs. Notre Dame football game—December 10—6:15 p. m.—WGN:
Quinn Ryan: "It's a beautiful sight, looking over the stadium, across the ocean, at the sunset and those mountains covered with snow from the rain of last night."
Mildred Nywening, Griffith, Indiana

Bears vs. Packers football game—Sunday, December 11—4:49 p. m.—WBBM:
Pat Flanagan: "It's so dark that I just wrote my name down, and I don't yet know who I am."
Warren Bell, Chicago, Illinois

Monday Programs [Continued]

1:50 P.M.
WCAU—Cecil and Sally

2:00 P.M.
CBS—Round Towners; WABC WCAO WIP-WFAN WCAU
NBC—Blue—Weather Reports; WJZ
NBC—Red—The Revolving Stage; WEAJ WRC
KDKA—KDKA Home Forum
WDAS—Chatting With Ethel Maeder
WGY—Giovanni Trombini, cellist
WLIT—Gertrude Bilby, mezzo soprano
WLW—School of the Air
WOR—Old World Carollers; quartet
WPEN—Billy Penn's Daily Diary

2:05 P.M.
NBC—Blue—Words and Music; WJZ

2:15 P.M.
CBS—Sylvia Sapira; The Well-Tempered Clavichord; WABC WCAO WIP-WFAN
WGY—WGY Household Chats
WLIT—Jean Sharp, pianist
WOR—Merry Christmas Melodies; orchestra
WPEN—Tunes To Be Remembered

2:30 P.M.
CBS—Illinois Wesleyan Choir; WABC WCAO
NBC—Blue—To be announced; WJZ
KDKA—Human Values
WDAS—The Romancing Tenor
WGY—Revolving Stage (NBC)
WIP-WFAN—Florence Huett, monologues

2:40 P.M.
WOR—To be announced

2:45 P.M.
NBC—Blue—Godfrey Ludlow, violinist; WJZ
KDKA—Salt and Peanuts
WDAS—Musical Traveltogue
WIP-WFAN—Del Zane; As Time Goes By
WPEN—Studio Guest of Honor

3:00 P.M.
CBS—Around the Xmas Tree; WCAU WIP-WFAN
NBC—Blue—Betty and Bob; WJZ KDKA
NBC—Red—To be announced; WEAJ
WDAS—To be announced
WFI—To be announced
WLW—Bisquick Program (NBC)
WOR—A Christmas Rumble in Erin
WPEN—Itinerant Interlude

3:15 P.M.
CBS—Columbia Salon Orchestra; WABC WCAO WIP-WFAN
NBC—Blue—U. S. Marine Band; WJZ KDKA
NBC—Red—Metropolitan Christmas Opera; WEAJ WFI
WLW—Joe Emerson, Bachelor of Song
WPEN—Embarrassing Moments Contest

3:30 P.M.
CBS—Sam Prager, pianist; Helen Nugent, contralto; WABC WIP-WFAN
NBC—Red—Woman's Radio Review; WEAJ WRC
WDAS—Recital
WLW—Morrie and Marion
WOR—Organ Recital; Robert Pereda
WPEN—Dance Revue

3:45 P.M.
CBS—Eton Boys; WABC WCAO WIP-WFAN
WLW—Red Cross Program
WPEN—Somebody's Birthday

4:00 P.M.
CBS—Frank Westphal's Dance Orchestra; WABC WCAO WCAU
NBC—Blue—Radio Guild; WJZ WRC WLW
KDKA—Work-a-day Thoughts
WDAS—Light Opera Melodies
WIP-WFAN—Emily Weyman; A Study in Blue
WOR—Ariel Ensemble
WPEN—Special Feature

4:05 P.M.
KDKA—Business News

4:15 P.M.
KDKA—To be Announced
WDAS—The Three Sparks
WIP-WFAN—Temple Talks; Dr. Chas. E. Beury; President Temple University
WPEN—Mad Music

4:30 P.M.
CBS—Columbia Artist Recital; WABC
KDKA—Market Reports
WCAU—Willow Melodies
WDAS—Jos Kownlewski, Baritone and Harry Guenther, Jr., pianist
WLIT—Honolulu Melody Duo
WOR—Enric Madriguera's Orchestra
WPEN—Sundown Melodies

4:35 P.M.
WIP-WFAN—Mail Early Campaign

4:40 P.M.
WIP-WFAN—Columbia Artist Recital (CBS)

4:45 P.M.
CBS—National Tuberculosis Association; WABC WIP-WFAN
KDKA—Welfare Fund Talk
WLIT—Homemakers' Forum

4:50 P.M.
CBS—Columbia Artist Recital; WCAU
KDKA—David Lawrence Dispatch

4:55 P.M.
KDKA—KDKA Artist Bulletin
WOR—Program Resume

5:00 P.M.
CBS—Bobby Benson; WABC WCAU
NBC—Blue—Piano Moods; WJZ
KDKA—To be announced
WCAO—Frederic Tedesco; Accordionist
WCBM—Rhythm Rounders
WDAS—Talk, Anti-Saloon League
WIP-WFAN—Ted and Etta Gunther
WLIT—Children's twilight hour
WLW—Southern Singers



We present "Happy Jack" Turner, who can't read musical notes and yet has written three songs. Thousands delight in his singing Tuesdays, Wednesdays, Fridays, and Saturdays at 10:45 a. m. over the WJZ-NBC network

WOR—Jeno Bartol's Hungarian Ensemble
WPEN—Mother Goose
WRC—Afternoon Varieties

5:10 P.M.
WDAS—Tea Time Tunes

5:15 P.M.
CBS—Fred Berrens' Orchestra WABC WCAU
NBC—Blue—Dromedary Caravan; WJZ WLW KDKA
NBC—Red—Paul Wing, The Story Man; WEAJ WGY
WCAO—Sunpaper Bulletins
WCBM—Weather and Market Reports
WIP-WFAN—Health's Highway
WLIT—Charlie Borelli; In a song shop
WPEN—Horace Hustler, organist
WRC—Aunt Sue and Polly

5:30 P.M.
CBS—Skippy WABC WCAO WCAU
NBC—Blue—The Singing Lady; WJZ KDKA WLW
NBC—Red—Flying Family; WEAJ WLIT WRC WGY
WCBM—Varieties
WDAS—Musical Silhouettes
WIP-WFAN—Classified Program
WPEN—String Rhythm

5:45 P.M.
CBS—The Lone Wolf Tribe; WABC WCAO WCAU
NBC—Blue—Little Orphan Annie; KDKA WJZ
NBC—Red—Slow River; WEAJ WGY
WCBM—To be announced
WIP-WFAN—Humpty Dumpty
WLIT—Leonora Mixed Quartet
WLW—Beachcombers
WOR—Girl Out of Nowhere, songs
WRC—The Happy Tosmanisers

5:55 P.M.
WLIT—A Family Doctor

6:00 P.M.
CBS—Musicians Unemployed Aid Speaker; WABC
NBC—Blue—Del Lampe Orchestra; WJZ
NBC—Red—Waldorf-Astoria Orchestra; WEAJ WFI
WRC

KDKA—Teaberry Sport Review
WCAU—The Old Fashioned Songster
WCBM—Mary Ann Kiddie Klub
WDAS—Ads and Fads
WGY—Sammy Watkins' Orchestra
WLW—Oklahoma Bob Albright and his Blue Flamers
WOR—Uncle Don
WPEN—Twilight Reveries

6:05 P.M.
CBS—Irene Beasley; WABC WIP-WFAN

6:15 P.M.
CBS—What Congress Did Today; WABC
NBC—Blue—Johnny Hart in Hollywood; WJZ
KDKA
WCAO—Save-A-Life Campaign Talk
WCAU—Radio Highlights
WFI—Late News
WIP-WFAN—Piano Melodies
WLW—Old Man Sunshine
WPEN—Sports Talk

6:20 P.M.
CBS—Reis and Dunn; WABC WCAO WIP-WFAN
WCAU—Esslinger Sporting Page

6:25 P.M.
WPEN—Billy Stein and Royal Ramblers Orchestra

6:30 P.M.
CBS—Vaughn de Leath; WABC
NBC—Blue—Ramona Specialty; WJZ
NBC—Red—Al Bernard; WEAJ WFI
KDKA—Westinghouse Watchman
WCAO—The Lighted Window; Dr. Blackwelder
WCAU—Chandu the Magician
WCBM—Popular Bits
WDAS—Joe Dugan, sports columnist
WGY—Studio Ensemble
WIP-WFAN—Valley Forge Sport Shots
WLW—Bob Newhall; Sportsman
WOR—Detectives Black and Blue. Mystery Drama
WRC—Thompson's Merry Dairymen
WTEL—Recordings

6:40 P.M.
CBS—Emergency Unemployment Relief Committee; Bruce Barton; WABC
WGY—New York State Department Talk

6:45 P.M.
CBS—Buddy Harrod's Orchestra; WCAU
CBS—Just Plain Bill; WABC
NBC—Blue—Lowell Thomas; Today's News; WJZ
KDKA WLW
NBC—Red—G. E. Circle; WEAJ WFBR WFI
WCBM—Sports Scrap Book
WDAS—The Gossipers
WGY—Chandu, the magician
WIP-WFAN—Hal Thompson's Orchestra
WOR—Irene Franklin and Herbert Rawlinson
WRC—"The Wilkins Quarter Hour"

7:00 P.M.
CBS—Myrt and Marge; WABC WCAO WCAU
NBC—Blue—Amos 'n' Andy; WJZ KDKA WLW
WRC
NBC—Red—Jane Froman's Band; WEAJ
WCBM—Southern Hotel Dinner Music
WDAS—Max Essener's Orchestra
WGY—G. E. Circle (NBC)
WIP-WFAN—Uncle Wip
WLIT—George Horth and his music.
WOR—Ford Frick, sports resume
WPEN—Irish Ramblers Orchestra
WTEL—"Twilight Thoughts" with Mac and Herman

7:15 P.M.
CBS—William O'Neal, tenor; WCAO
CBS—Buck Rogers in the Year 2432; WABC
NBC—Blue—Tastyest Jesters; WJZ KDKA
NBC—Red—Wheatenaville; WEAJ WLIT WRC WGY
WCAU—Household Entertainers
WLW—Gene and Glenn
WOR—Harry Hershfeld
WPEN—Talk; Ireland Today, by John J. Reilly
WTEL—"Moods," with Russell Harris

7:30 P.M.
CBS—Three X Sisters; WABC WCAO WCAU
NBC—Blue—Groucho and Chico Marx; WJZ KDKA
NBC—Red—Sojourn in Songland; WEAJ WRC WLIT
WCBM—Makers of News
WDAS—The Prosperity Program
WGY—Musical Program (NBC)
WIP-WFAN—Rajput
WLIT—Dr. Algase Sunny Smile Club
WLW—Chandu the Magician
WOR—A Wayside Cottage, sketch
WPEN—Turf Selections
WTEL—Recordings

7:35 P.M.
WPEN—Morley Singers

7:45 P.M.
CBS—Morton Downey; WABC WCAO WCAU
NBC—Red—The Goldbergs; WEAJ WFBR WLIT
WRC WGY
WCBM—Hugh McNally; Songs
WDAS—William McLean, talk
WIP-WFAN—Billy Hays Orchestra
WLW—Detectives Black and Blue
WOR—To be announced
WTEL—Watch Tower Program in German

8:00 P.M.
CBS—Whispering Jack Smith; WABC WCAO WCAU
NBC—Blue—El Toro Revue; WJZ KDKA
NBC—Red—Soconyland Sketches, dramatic sketch; WEAJ WGY
WLW—Maxwell Cotton Queen
WCBM—The Catholic Evidence Guild
WDAS—Trombetta Italian Hour
WIP-WFAN—Benjamin Franklin Concert Ensemble
WLIT—Wilbur Evans, baritone with ensemble
WOR—Chandu, the Magician; mystery drama
WPEN—Radio Guide Program
WRC—The Adventures of Sherlock Holmes

8:15 P.M.
CBS—Singing Sam the Barbarol Man; WABC WCAO WCAU
WIP-WFAN—The Gossipers
WOR—The Luck of Joan Christopher, comedy skit

8:30 P.M.
CBS—Kate Smith and her Swanee Music; WABC WCAO WCAU
NBC—Blue—Jack Fulton, tenor; WJZ KDKA
NBC—Red—The Voice of Firestone; WEAJ WGY
WLIT
WCBM—Helen Wherley; Pianist
WDAS—Piano Meditations
WIP-WFAN—Crazy Crystals
WLW—The Three Cheers Trio
WOR—Deep River; orchestra
WPEN—Italian Hour
WRC—The Cotton Pickers

8:45 P.M.
CBS—Fu Manchu Mystery Stories; WABC WCAO WCAU
NBC—Blue—Phillips Lord in the Country Doctor; WJZ
KDKA—Song Fellows (NBC)
WCBM—Wilhelmina Brown; Songs
WDAS—Reinhart Radiolites
WIP-WFAN—Philadelphia Musical Academy Symphony Orchestra
WLW—Billy Dauscha's Orchestra
WRC—Philco Fox Revue

9:00 P.M.
NBC—Blue—Sinclair Wiener Minstrels; WJZ KDKA
WLW
NBC—Red—A. and P. Gypsies; WEAJ WLIT WRC
WGY
WCBM—University of Baltimore Program
WDAS—Four Provinces Irish Orchestra
WOR—Enric Madriguera's Orchestra
WPEN—Hungarian Melodies

9:15 P.M.
CBS—The Mills Brothers; WABC WCAO WCAU
WIP-WFAN—Alfredo's Concert Ensemble

9:30 P.M.
CBS—Mysteries in Paris; WABC WCAO WCAU
NBC—Blue—Jack Frost's Melody Moments; WJZ
KDKA WLW
NBC—Red—The Buick Program; WEAJ WLIT WRC
WGY
WCBM—Ted Elmore's Nutty Orchestra
WOR—The Witch's Tale
WPEN—Jack Ferry's Orchestra

9:45 P.M.
WIP-WFAN—Jin and Jo; The Campus Queens

10:00 P.M.
CBS—Music That Satisfies; WABC WCAO WCAU
NBC—Blue—To be announced; WJZ KDKA
NBC—Red—Carnation Contented Program; WEAJ
WGY WRC
WCBM—To be announced
WDAS—New Latin Hour
WIP-WFAN—Hal Thompson's Orchestra
WLIT—To be announced
WLW—Thelma Kessler and Orchestra
WOR—Jack Arthur, baritone, orchestra

10:15 P.M.
CBS—Easy Aces; WABC WCAO WCAU
NBC—Blue—Otto Fassell; WJZ
KDKA—Bridge School of the Air; E. Hall Downes
WIP-WFAN—Bombay Gardens
WLIT—Joe Smith's Parodians
WLW—Joe Emerson, Bachelor of Song
WOR—"Cosmo Hamilton; "Unwritten History"

10:30 P.M.
CBS—Columbia Revue; WABC WCAU
NBC—Blue—Organ Reveries; Archer Gibson; WJZ
NBC—Red—National Radio Forum; WEAJ
KDKA—Samuel DiPrimio, tenor
WCAO—Billy Antrim's Orchestra
WCBM—Johnny Tucker's High Hatters
WDAS—The Column of the Air, news
WGY—WGY's Players in "One Man's Family"
WLW—Tales of Terror
WOR—Lee Cronican, pianist

10:45 P.M.
KDKA—Bradley Kincaid
WIP-WFAN—Orient Orchestra; Eddie Bonnelly
WOR—To be announced

11:00 P.M.
CBS—Howard Barlow's Columbia Symphony Orchestra; WABC
NBC—Blue—Rollickers Quartet; WJZ
NBC—Red—To be announced; WEAJ
KDKA—Teaberry Sport Review
WCAU—Boake Carter
WCBM—Oscar Appel's Orchestra
WLIT—Charlie Gaines' Orchestra
WLW—Fats Waller with Rhythm Club
WOR—Moonbeams
WRC—Dance Orchestra

11:15 P.M.
NBC—Blue—National Grand Opera; WJZ
KDKA—News Flashes
WCAU—Enoch Light's Orchestra

11:20 P.M.
KDKA—Cora William Hines, contralto

11:30 P.M.
CBS—Guy Lombardo's Royal Canadians; WABC
WCAU
NBC—Red—Jack Denny's Orchestra; WEAJ
KDKA—Jimmy Joy's Orchestra
WIP-WFAN—Henry Hendrickson's Orchestra
WLIT—Carmen Theater Program
WLW—Chime Reveries
WOR—Don Bestor's Orchestra

11:50 P.M.
WCAU—Powers Gouraud reviews; "Coming Show"

12:00 MIDNIGHT
CBS—Jimmy Carr's Orchestra; WABC
NBC—Red—Anson Weeks' Orchestra; WEAJ
KDKA—Salt and Peanuts
WCAU—Riviera Orchestra
WIP-WFAN—Missing Person's Report
WLIT—Charlie Kerr's Orchestra
WOR—Gus Van and Joe Furst's Orchestra

12:15 A.M.
NBC—Blue—Jack Denny's Orchestra; WJZ
KDKA—Waldorf-Astoria Dance Orchestra (NBC)

12:30 A.M.
CBS—Ben Selvin's Orchestra; WABC WCAU
NBC—Red—Mark Fisher's Orchestra; WEAJ
WLW—Larry Funk's Orchestra

1:00 A.M.
CBS—Joe Haymes' Orchestra; WABC
WCAU—Missing Persons Reports
WLW—Moon River

1:15 A.M.
WLW—Jan Garber's Orchestra

1:30 A.M.
CBS—Charlie Straight's Orchestra; WABC

The Radio Guide Revue
With
The Two Popular Song Writers
Manny La Porte
and
Harold Davis
and
All Star Surprise Cast
WPEN
1500 KILOCYCLES
MONDAY EVENING 8 to 8:30

Meet the Artist

Fred Allen

BY LEE RONELL

DEAD-PAN ALLEN. For some inexplicable reason you start laughing the minute you see him. By the time some few words have been spoken in that dry nasal twang of his, your side bothers you. By the time he strikes a pose you are being picked up and carried off by white-uniformed men . . . they might be street cleaners or internes. It doesn't much matter.

Fred Allen actually looks funny. I don't mean that he goes around in a pink shirt with a green tie or baggy pants which stop at his ankles. His face has all the earmarks of a perfectly good human face. His nose is in place. His eyes are in sockets. He has a chin. But it's the general expression or lack of it which pervades his entire face. He has no expression. He doesn't smile often. When he does you see that he's far from being a grouch. He just doesn't bother to smile. That's your reaction. He scarcely moves his lips while he talks. That's another secret of his achieving such hilarious effects. He doesn't have to say anything funny. It's the combination of that face, those immobile lips, and the sound of that voice which goes along in a dry monotonous way and then suddenly lurches up and wavers down. Fred Allen was a monologist for years. He has all the tricks so well in hand that they've become a part of his personality. Or did he start with his personality?

He Laughs "Heh-heh"

HE laughs occasionally "heh-heh." He whispers that he delivers his Bath Club script each Tuesday at the stroke of midnight. He slips it under the door to an invisible taker who flees into the night. This invisible taker reads it in bed before going to sleep . . . and has bad dreams all night. You can see that the man (Allen) is mad. His imagination is colossal.

He waves his hands about and possesses a peculiar mannerism of bending his hand up and down limply. Probably a throw-back to his juggling days. He calls his apartment "the kennel" because he works like a dog in it. He told me he keeps hound-ration in the same closet in which his favorite rat lives. Now rats are one subject concerning which all wit falls flat in my presence. I asked Mr. Allen in no laughing manner if it were true that there was a rat in that closet. You can't tell from the way the man talks whether he's just being quaint or frank. He evasively told me he didn't see the rat very often. I again put the question to him, "Are there or are there not rats, plural or singular, in that closet?" By this time Mr. Allen must have had the fact register in his skull that I was about to up and out . . . so he, in a tone which showed clearly his disappointment in me, admitted that the rat existed only in his imagination. I sat down again.

He Goes to the Gym

HE goes to a gymnasium each morning to get exercise. Rest of the time he's seated at a typewriter and dreads to think what he'd turn into if it weren't for the daily gymnastics. Chases wife out of the house when he starts writing scripts so he can't blame her if there's something wrong with them. Insists he's "unfunny" every day while writing his script and particularly "unfunny" at rehearsals. Somehow he becomes "funny" on Sunday nights so his being "unfunny" the rest of the time doesn't bother him the way it used to.

He had a wornout look when I strolled into his kennel. Fred Allen perhaps you don't know, is the one big air comic who writes his own stuff. No gag. He does. Surrounded by stacks of old joke books and new joke magazines, pamphlets, folders, booklets . . . anything that has a joke or the makings of a joke in it. Having gone into

the matter of comedy pretty thoroughly (he's taken Boston University courses in comedy's essentials and history) Mr. Allen knows that most of Joe Miller's collection is Shakespeare's Falstaff or early sixteenth century perhaps, in modern dress. Allen merely strips the gags and puts on some late special trimmings. Which is what most other comics do. Mr. Allen differs from them, however, in the point of admitting his sources. The other comics generally claim them as original. He is nothing if not outspoken. He is a man without fear and perfectly willing to admit anything that has the ring of truth to it. Unfortunately the greater part of his admittances are not for publication . . . at least not now. Mr. Allen has some remarkable ideas on the subject of radio . . . but that's something else again.

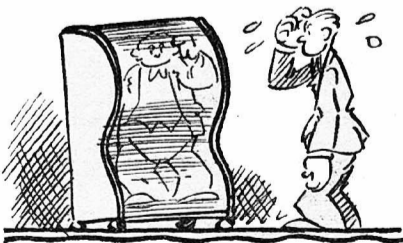
Fred Allen was born . . . to begin with. Bred in Boston. He has one of the finest libraries on comedy in the country. His Boston home boasts many old century volumes which may be perfectly innocent looking as far as title and binding is concerned but contain a wealth of possibilities in their worm eaten pages.

Fred started acting up on amateur nights. He juggled. But he was a bad juggler. So he covered up his errors by making fun of himself . . . you know using a run of patter while he juggled in the air. I said something before about what happens when Fred Allen starts talking. So he became a monologist. He vaudeville'd all around the beanery city and then in 1916 came the big opportunity to play Australia. The war got going while Allen was in Australia. Performers in that territory were at a premium. So Allen stayed there for fourteen months. Then came a return to the States. More vaudeville. And marriage. To a gal named "Portland" (of all things) Hoffa. Portland's father was a man with original ideas. He named all his four girl children in a way which stamped each of them as being definitely "Hoffa." Portland was born in the Oregon town of the same name. Her sister Lebanon witnessed light first in Lebanon, Pennsylvania. The next girl was expected to be the Last-One. So that's her name. But it was not to be. The fourth was born depriving depriving her frustrated father from having a namesake. She was also a gal. But being a man of no neurotic tendencies, Doctor Frederick Hoffa shook off frustration and named the latest female offspring Doctor Fredericka Hoffa.

But this is not about Fred Allen's wife's family. Funny how a wife creeps in. Portland has been Fred's stooge in all his Broadway hits . . . excepting the first one . . . which was a flop. Allen is so superstitious about her presence now, that Portland hoves

Disillusioned

Say, you aren't Frank Parker, are you?" asked the studio visitor at NBC.



"You bet I am!" said Parker.
"Well, I'll be darned! Why, you're only a kid!" said the visitor. "I thought you must be at least 40, and big and fat."

"Can you imagine my feelings?" asks Frank helplessly. He is 26, slender and one of radio's most handsome bachelors.



FRED ALLEN

into sight in all his stage appearances and even in those Bath Club episodes.

So We Got Nowhere

WE weren't getting anywhere. I said, "Mr. Allen, all that you've told me is extremely interesting but there's not a word in it that would make an interview and that you well know." He said, "Use this." So I will. I reprint here an entire interview with, by and for . . . Fred Allen—proving that Fred Allen is quite capable of interviewing himself.

"Mr. Allen?"

"Yes."

"Born in 1894?"

"Yes."

"Why?"

"I have no reason."

"I can tell that by looking at you. Were your parents wealthy?"

"No. In fact they were so poor that my bean bags always had patches on them."

"How did you come to go on the stage?"

"Father couldn't pay the installments on the cradle so I found myself on the boards."

"What is your idea of a gentleman?"

"A man who wouldn't think of hitting his wife with his hat on."

"Do you know anything about literature?"

"Enough to keep away from the men who make books."

"What is a Rotarian?"

"A gentleman who eats corn on the cob."

"What is your favorite sport?"

"Fighting duels."

"Why do you like duelling?"

"Saves time. All you need is a couple of seconds."

"One more question, Mr. Allen. What do you think of cremation?"

"I think it's a grate finish."

From this you can get some faint glimmering of what Fred Allen is like. Of course, radio being what it is, Mr. Allen doesn't appear to be as stark crazy as he was in—take for instance "The Little Show" or "Three's a Crowd." You see some of Mr. Allen's appeal is in that dumb, expressionless face of his'n. That, accompanied by his nasal drawl, is a combination hilarious and riotous. You laugh at his wit over the waves . . . but should you be watching him actually speaking his little pieces you'd have to be swept up with last night's cigarette ashes the next morning. Why in the very first role that he ever portrayed . . . that of a gravedigger in "Hamlet" . . . he "ghouled" 'em!

The bright Mr. Allen is five foot eleven and assured me that on the very morning of that interview he weighed exactly 162 and 1-2 pounds . . . stripped. He likes solitude and quiet. He dislikes people who steal his gags. He can't think of anything else he likes or dislikes. Excepting interviews. He dislikes them intensely. But every full blooded person does. He enjoys writing comic articles and the New Yorker, Judge, College Humor and Theater Magazine have printed Allen material to the vast enjoyment of their readers. And themselves.

He plays the saxophone.

Clubroom Exchange

Dear Editor:

Greetings and congratulations!—to your club column. This has been something we've been looking forward to for a long time.

May I hope to see you mention our club, the Vallee Boosters, in your column? Rudy Vallee fans will be interested in our monthly publication, the "Vallee Voice."

I shall be happy, indeed, to hear from prospective members who will loyally aid us in our pledge to uphold the name of Rudy Vallee, an artist of artists, and truly a sincere character.

Beatrice Gordon, President
Vallee Boosters
Lefferts Station, Brooklyn,
New York

Dear Sir:

Could any of the GUIDE readers furnish me with the addresses of any fan clubs in honor of Art Kassel and Don Pedro? I would appreciate it very much.

Janice Reid
Chicago, Illinois

RADIO GUIDE:

I have been reading your magazine for some time; however this is my first letter to your office. I enjoy listening to the many radio artists on the air, but my favorite one is Art Kassel.

Can you let me know through your RADIO GUIDE whether there is a "Hells Bells" club or shall I write to the station over which Art Kassel and his Kassel's in the Air are broadcasting?

Mrs. C. M. Holden
Chicago, Illinois

Dear Editor:

Will someone please tell me where and how I can join a "Hugh Cross" club? I'd like very much to, and be much obliged.

Irma Goodwin
Care of Mary Manning Hospital
Hastings, Nebraska

Clubroom Editor:

Being a constant reader of your RADIO GUIDE and hearing of the many clubs being formed, kindly place my name on the membership list of the Do Re Mi club, the best harmony team on the air.

Respectfully yours
Charles Findur
460 West 34th St.
New York City

Dear Editor:

Come on, readers of the RADIO GUIDE, let's be fair and open a fan club for that wonderful leader, George Hall, Taft maestro. Anyone who would be interested in joining this fan club, please write me. We'll do wonderful things.

Beatrice Agard
65 East 101 St.
New York City

Dear Sir:

Being informed that there are radio clubs being formed in the city, would you kindly publish the name and address of the secretary of the Do Re Mi Girls club of New York.

Albert Carroll

Dear Sirs:

Many radio fans have inquired as to our radio club. Would you please refer them to me? Thanking you.

Miss Minnie Haab, President
Do-Re-Mi Radio Club
1481 Shakespere Ave.
Bronx, New York
201 W. 20th St.
New York City

Programs for Tuesday, December 27

6:30 A.M.
 WLW—Top of the Morning

6:45 A.M.
 NBC—Red—Tower Health Exercises; WFAF WRC
 WFI WGY
 WOR—Gym Classes

7:00 A.M.
 KDKA—KDKA musical clock
 WCAO—Early Risers' Musical Clock
 WCBM—Morning Melodies
 WLW—Randall Sisters
 WOR—Gambling's Gamboliers
 WTEL—Top of the Morning

7:15 A.M.
 WLW—Old Bill
 WOR—Gym Classes

7:30 A.M.
 CBS—Organ Reveille; WABC
 NBC—Blue—Don Hall Trio; WJZ
 KDKA—Bradley Kincaid
 WCAO—Sunpaper Bulletins
 WLW—Yodelling Twins
 WOR—Gambling's Gamboliers
 WPEN—Musical Clock

7:40 A.M.
 WPEN—News and Views

7:45 A.M.
 NBC—Blue—Jolly Bill and Jane; WJZ KDKA
 WCAO—WCAO Kiddie Club
 WLW—Andy Mansfield's Memory Box
 WOR—Gym Classes

8:00 A.M.
 CBS—Morning Musicals; WABC WCAU
 NBC—Blue—The Wife Saver; WJZ
 NBC—Red—Gene and Glenn; WFAF WFI WGY WRC
 KDKA—Bronc Busters
 WCAO—Late Risers' Musical Clock
 WCBM—Morning Glories
 WLW—Morning Devotions
 WOR—Daily Produce Reporter
 WPEN—Cruise of the S. S. All In Fun
 WTEL—The Console Rises

8:05 A.M.
 WOR—Al Woods, songs

8:15 A.M.
 NBC—Blue—Morning Devotions; WJZ
 NBC—Red—Organ Rhapsody; WFAF WFI WGY
 KDKA—KDKA Kiddies' Klub
 WLW—The Wanderers
 WPEN—Jack Tar's School Days
 WRC—Morning Varieties

8:25 A.M.
 WOR—Sherman Keene's Orchestra

8:30 A.M.
 NBC—Blue—The Pepper Pot; dance orchestra; WJZ
 WLW
 NBC—Red—Cheerio; WFAF WFI WRC WGY
 KDKA—Pictures on the Piano; Don Lucas
 WCAU—Jean Abbey, talk
 WOR—Martha Manning, sales talk
 WPEN—Arithmetic Band
 WTEL—Thrifty Club

8:45 A.M.
 CBS—Bill and Ginger; WABC WCAU
 KDKA—Pepper Pot (NBC)
 WDAS—Morning Melodies
 WIP-WFAN—Early Riser's Club
 WOR—Musical Novelties
 WPEN—Chris Seiter, crooning troubadour
 WTEL—Flashes of Wit

9:00 A.M.
 CBS—Little Jack Little; WABC WCAO
 NBC—Red—Morning Glee Club; WFAF WRC WLIT
 KDKA—Press News-Reeler
 WCAU—Words and Music
 WCBM—News Flashes
 WDAS—The Musical Parade
 WIP-WFAN—Modern Living
 WLW—Public Library Talk
 WOR—Miss Kath'rin 'n' Calliope, sales talk
 WPEN—Shopping with Joan

9:05 A.M.
 KDKA—Piano Classique

9:15 A.M.
 CBS—Goldy and Dusty; WCAU
 CBS—Melody Parade; WABC WFG
 NBC—Red—Current Events; WFAF
 KDKA—Style and Shopping Service
 WCAO—Shopping News; Jean Abbey
 WCBM—Le Roy McKnew; Pianist
 WDAS—The Song Peddler
 WLIT—Women's Home Hour
 WLW—Morrie Newman and Larry Greuter
 WPEN—The Health Man
 WRC—One Man Minstrel

9:30 A.M.
 CBS—Tony Wons, Are You Listening; WABC WCAO
 WIP-WFAN
 NBC—Blue—Vic and Sade; WJZ
 NBC—Red—Jack and Jill; WFAF WGY WRC
 WCAU—Asco News Reporter
 WCBM—Merchants' Air Review
 WLIT—Homemakers' Forum
 WLW—Tony Cabooch
 WOR—Al and Lee Reiser, piano duo
 WPEN—Second Cruise of S. S. All In Fun

9:45 A.M.
 CBS—Reis and Dunn; WABC WCAO WCAU
 NBC—Blue—Mouth Health; WJZ
 NBC—Red—Pie Plant Pete; WFAF WFI WGY
 KDKA—Press News Flashes
 WDAS—Tinkling Tunes
 WIP-WFAN—Melody Mae
 WLW—Beechnut Talk

WOR—Tomorrow's Values, sales talk
 W?EN—Bo'sun Borelli, songs
 WRC—To be announced

9:50 A.M.
 KDKA—Market Reports

10:00 A.M.
 CBS—Morning Moods; WABC WCAO WCAU
 NBC—Blue—Musical Melange; WJZ KDKA
 NBC—Red—The Mystery Chef; WFAF WFI WRC
 WGY
 WCBM—Mrs. Ora V. McDonald; Organist
 WDAS—Betty Barnes discusses "Our Children"
 WIP-WFAN—Home Maker's Club
 WLW—Live Stock Reports
 WOR—McCann Pure Food Hour
 WPEN—Freddy, The Cabin Boy

10:10 A.M.
 WLW—Program Resume
 WPEN—Tom Rott; skit

10:15 A.M.
 NBC—Blue—Clara, Lu 'n' Em; WJZ KDKA
 NBC—Red—Souvenirs of Melody; WGY WFAF WRC
 WFI
 WDAS—Ads and Fads, talks with music
 WLW—Male Quartet

10:20 A.M.
 WPEN—Chips Eckert, comedian

10:25 A.M.
 WPEN—Foot Health Talk

10:30 A.M.
 CBS—Mildred Rose, soprano; WABC WCAU WCAO
 WIP-WFAN
 NBC—Blue—Our Daily Food; WJZ KDKA
 NBC—Red—Seraphima Strelowa, soprano; WFAF
 WCBM—Gertrude Thelen; Songs
 WDAS—The WDAS Sight Seeing Bus
 WFI—Market Reports
 WLW—Elliot Brock, violinist
 WPEN—Grab Bag of the Air

10:45 A.M.
 CBS—Columbia Salon Orchestra; WABC WCAU
 WCAO
 NBC—Blue—Happy Jack Turner; WJZ WBAL KDKA
 NBC—Red—Breen and de Rose; WFAF WFI WRC
 WGY
 WCBM—"Books You Should Know"
 WIP-WFAN—School of Cookery
 WLW—School of Cookery

11:00 A.M.
 NBC—Blue—Singing Strings; WJZ KDKA
 NBC—Red—Juvenile Protection; WFAF WGY WLIT
 WCBM—Heart and Home Service
 WDAS—A Thought For The Day; poetry readings
 WIP-WFAN—Classified Program
 WLW—The Sunshine Boys
 WOR—Mrs. J. S. Reilly

11:15 A.M.
 CBS—The Ambassadors; WABC WCAO WCAU
 NBC—Blue—Genia Fonariova, soprano; WJZ
 NBC—Red—General Foods Program; WFAF WLIT
 WRC WGY
 KDKA—Alabama Cotton Pickers
 WDAS—The Memory Pianist
 WLW—Mike and Herman
 WOR—Rex Sheridan, baritone
 WPEN—Women's Home Hour

11:30 A.M.
 CBS—Vincent Sorey's Orchestra; WABC WIP-WFAN
 WCAU
 NBC—Blue—Through the Looking Glass; beauty talk
 WJZ KDKA WLW
 NBC—Red—U. S. Army Band; WFAF WRC
 WCAO—To be announced
 WCBM—Varieties
 WDAS—The Scrap-Book of the Air
 WLIT—Everywoman's Hour
 WOR—Ann Stevens' Thrift Hour
 WPEN—Ruth Mose's Orchestra

11:45 A.M.
 NBC—Blue—Rhythm Ramblers; WJZ KDKA
 WDAS—To be announced
 WLW—Fats Walter
 WOR—Riverdale; sketch with Frances Reade, Norman
 Pierce, John Quinlan, Estelle Levy and Amy
 Sedell

11:50 A.M.
 WDAS—Console Capers

12:00 NOON
 CBS—Buddy Harrod's Orchestra; WABC WCAO
 NBC—Blue—Smack Out; WJZ
 NBC—Red—Johnny Marvin, tenor; WFAF WRC
 WGY WLIT
 KDKA—News and Market Reports
 WCAU—Bud Shays, songs
 WCBM—To be announced
 WIP-WFAN—Current Topics
 WLW—Three Cheers
 WOR—The Voice of Experience
 WPEN—Organ Doctor
 WTEL—Noon Tunes

12:10 P.M.
 WCAU—Health Talk

12:15 P.M.
 NBC—Blue—Lady Bugs; WJZ
 NBC—Red—On Wings of Song, string trio; WFAF
 WCBM—Luncheon Music
 WDAS—Noontime Melodies
 WLIT—Noontime religious service
 WLW—River and Market Reports
 WOR—Jane Wanamaker's Beauty Talk
 WPEN—Musical Lovelorn
 WTEL—News Resume

12:20 P.M.
 KDKA—Farm Flash
 WLW—Live Stock Reports
 WOR—Up from Florida, sales talk

12:25 P.M.
 WCAU—Song of the Day
 WOR—The Willard Messenger, sales talk

12:30 P.M.
 CBS—Emergency Unemployment Relief Committee
 Speaker; WABC
 NBC—Blue—National Farm and Home Hour; WJZ
 WLW
 KDKA—Press News-Reeler
 WCAU—Boake Carter, talk
 WDAS—Neighbour and His Neighbours
 WIP-WFAN—Current Topics
 WLIT—Charlie Kerr's Orchestra
 WOR—The Carnegie Hall Organ Recital
 WPEN—Selma Hamer, pianist
 WTEL—Philadelphia Chamber of Commerce Women's
 Radio Review; Talk, Mrs. H. E. McKenna

12:35 P.M.
 CBS—Concert Miniatures; WABC
 KDKA—Jimmy Joy's Orchestra

12:45 P.M.
 WCAU—Paul Tremaine's Orchestra
 WTEL—Radio Ramblings

1:00 P.M.
 CBS—George Hall's Orchestra; WABC WCAU
 NBC—Red—Market and Weather; WFAF
 KDKA—National Farm and Home Hour (NBC)
 WCAO—Lou Becker's Orchestra
 WCBM—Ted Elmore's Collegians
 WFI—News of the Day
 WGY—Albany on Parade
 WIP-WFAN—Gimbel Choral Group
 WLIT—Lansdowne Coal Co. Program
 WOR—Howard Ford's Dance Orchestra
 WPEN—Woman's Page of the Air

1:15 P.M.
 NBC—Red—Classical Varieties; WFAF WFI
 WDAS—Talk
 WIP-WFAN—Hal Thompson's Orchestra

1:20 P.M.
 WDAS—Agriculture News

1:30 P.M.
 CBS—Madison Ensemble; WABC WCAO WIP-WFAN
 NBC—Blue—Rex Battle's Concert Ensemble; WJZ
 KDKA
 NBC—Red—George Scherban's Orchestra; WFAF
 WRC
 WCAU—Harold Knight's Orchestra
 WDAS—Madame Regine, beauty talk
 WLW—Larry Funk's Orchestra
 WOR—Middy Diversions; orchestra
 WPEN—Old Timers' Ensemble

1:45 P.M.
 WCAU—Radio Highlights
 WDAS—Phila. Chamber of Commerce Women's Home
 Hour, talk
 WFI—Market Reports
 WGY—Hotel New Yorker Concert Ensemble (NBC)
 WPEN—Common Sense Reducing

1:50 P.M.
 WCAU—Ceil and Sally

1:55 P.M.
 WCAU—"Christmas Message from the Philadelphia
 Post Office"

2:00 P.M.
 CBS—The Captivators; WABC WCAO
 NBC—Red—The Merry Madcaps; dance orchestra;
 WFAF WFBR WRC
 KDKA—KDKA Home Forum
 WCAU—The Captivators (CBS)
 WDAS—Chatting with Ethel Maeder
 WGY—Piano Recital
 WIP-WFAN—Hal Gregg Calls at Your Home
 WLIT—Benjamin Franklin Hotel concert orchestra
 WLW—School of the Air
 WOR—Rutgers Home Economics Talk
 WPEN—Billy Penn's Daily Diary

2:05 P.M.
 NBC—Blue—Words and Music; WJZ

2:15 P.M.
 NBC—Red—The Girl Who Lives Next Door; WFAF
 WGY—WGY Household Chats
 WIP-WFAN—Harlem Knights
 WOR—At the Little White House
 WPEN—Tunes To Be Remembered

2:30 P.M.
 CBS—Ann Leaf at the Organ; WABC WCAU
 NBC—Blue—Strollers Matinee; KDKA WJZ WBAL
 WRC
 NBC—Red—Dorothy Berliner, pianist; WFAF
 WDAS—Manzi Italian Hour
 WGY—WGY Matinee Players
 WLIT—To be announced
 WOR—YMCA Spanish Lessons
 WPEN—Ye Olde Fiddle Shoppe

2:40 P.M.
 WIP-WFAN—Mail Early Campaign

2:45 P.M.
 NBC—Red—Footlights in Asia; WFAF
 WGY—Karl Rissland, pianist
 WIP-WFAN—George Young, baritone
 WLIT—Interesting Movie News
 WOR—Ann Wylie, mezzo soprano
 WPEN—Studio Guest of Honor

3:00 P.M.
 CBS—Columbia Artist Recital; WCAO WCAU
 CBS—Nell Vinick Beauty Talk; WABC
 NBC—Blue—Betty and Bob; WJZ KDKA
 NBC—Red—Vocal Art Quartet; WFAF WRC WFI
 WIP-WFAN—To be Announced
 WLW—Bisquick Program (NBC)
 WOR—Newark Museum Lecture, Dorothy Gates
 WPEN—Itinerant Interlude

3:05 P.M.
 WIP-WFAN—Keyboard Kapers

3:15 P.M.
 CBS—Columbia Artist Recital; WABC WCAU
 NBC—Blue—Radio Troubadours; WJZ KDKA
 WFI—Bessie V. Hicks Players "Pop Miller's Roadside
 Stand"
 WIP-WFAN—Honolulu Melody Boys
 WLW—Joe Emerson, Bachelor of Song
 WOR—Hawaiian Knights, guitar ensemble
 WPEN—Embarrassing Moments Contest

3:30 P.M.
 CBS—Frank Westphal's Orchestra; WABC WCAO
 WIP-WFAN
 NBC—Red—Women's Radio Review; WFAF WRC
 KDKA—Salt and Peanuts
 WDAS—Timely Topics
 WLW—Travel Talk; Joseph Ries
 WOR—Consumer Information Service
 WPEN—Dance Revue

3:45 P.M.
 NBC—Blue—Ted Mack's Orchestra; WJZ WRC WLW
 KDKA—Congress of Clubs Period
 WDAS—Melodie String Quartette
 WOR—Newark String Trio
 WPEN—Somebody's Birthday

4:00 P.M.
 CBS—Tito Guizar; WABC WCAU
 NBC—Red—Culbertson Bridge Club; WFAF WRC
 WRC
 KDKA—Work-a-day Thoughts
 WCAO—Boston Popular Revue (CBS)
 WDAS—Miniature Musicale
 WIP-WFAN—The Five Dominoes
 WOR—Living in the 20th Century
 WPEN—Special Feature

4:05 P.M.
 KDKA—Business News

4:15 P.M.
 CBS—Fred Berrens' Orchestra; WABC WCAU
 NBC—Blue—Meredith Wilson's Orchestra; WJZ
 WLW
 KDKA—To be announced
 WDAS—Francis Harris, monologue
 WIP-WFAN—William Smith, bass baritone
 WPEN—Mad Music

4:30 P.M.
 NBC—Red—Tea Dansante; WFAF
 KDKA—Weather and Market Reports
 WCAO—Talk; Fannie Hurst
 WDAS—WDAS Instrumental Ensemble
 WIP-WFAN—Mental Hygiene Talk
 WLIT—Ada Bower, reader
 WOR—Ariel Ensemble; orchestra
 WPEN—Sundown Melodies
 WRC—"Vocational Guidance" Kiwanis Club

4:45 P.M.
 CBS—Columbia Salon Orchestra; WABC WCAU
 NBC—Blue—To be announced; WJZ
 NBC—Red—Brownie Tales; WFAF
 KDKA—Piano Interlude
 WCAO—George Hall's Orchestra (CBS)
 WDAS—William McLean, talk
 WIP-WFAN—The Singing Newsboy
 WLIT—Homemakers' Forum
 WLW—Low Down

4:50 P.M.
 KDKA—David Lawrence Dispatch

4:55 P.M.
 KDKA—Program for the Evening
 WOR—Program Resume

5:00 P.M.
 CBS—Meet the Artist; WABC WCAO WCAU
 NBC—Blue—Lee Sims' Orchestra; WJZ
 NBC—Red—Paul Whiteman's Rhythm Boys; WFAF
 WRC
 KDKA—To be announced
 WCBM—Rhythm Rounders
 WDAS—Tea Time Tunes
 WIP-WFAN—Organalities
 WLIT—Fay's Theater Program
 WLW—Southern Singers
 WOR—Piano Twins and the Red-Headed Songbird
 WPEN—Mother Goose
 WTEL—Parent's Forum

5:15 P.M.
 CBS—The Melodeers; WABC
 NBC—Red—Melodie Thoughts; WFAF WRC
 KDKA—Swanee Serenaders (NBC)
 WCAO—Sunpaper Bulletins
 WCBM—Weather and Market Reports
 WDAS—Harold Davis
 WGY—Kimmeville Club
 WIP-WFAN—Health's Highway
 WLW—Doctors of Melody
 WOR—Gus Van and Joe Furst's Orchestra
 WPEN—Horace Hustler, organist
 WTEL—Popular Recordings

5:30 P.M.
 CBS—Skippy; WABC WCAO WCAU
 NBC—Blue—The Singing Lady; WJZ KDKA WLW
 WCBM—Varieties
 WDAS—Musical Silhouettes
 WGY—Smiling Ed McConnell
 WIP-WFAN—Classified Program
 WLIT—Recital: Marie Lambert, soprano
 WPEN—String Rhythm
 WRC—Afternoon Varieties
 WTEL—Dream Time Lady; children's program

5:45 P.M.
 CBS—Harriet Cruise; WCAU WIP-WFAN
 CBS—Don Lang; WABC
 NBC—Blue—Little Orphan Annie; KDKA WJZ
 NBC—Red—Seckatary Hawkins; WFAF WRC WJZ
 WGY WLIT
 WCAO—Carol Dore, Violinist; Edward Jendrek, tenor
 WCBM—To be announced
 WLW—Oklahoma Bob Albright
 WOR—Lucille Peterson, soprano
 WTEL—Bruno, accordionist

Tuesday Programs [Continued]

6:00 P.M.
 CBS—Current Events; WABC WIP-WFAN WCAO
 NBC—Children's Aid Society; WJZ
 NBC—Red—Waldorf-Astoria Orchestra; WEAFF WRC
 WFI
 KDKA—Time; Sport Review; Press News-Reeler;
 Weather
 WCAU—Harold Knight's Orchestra
 WCBM—Mary Ann Kiddie Klub
 WDAS—Ads and Fads
 WGY—Joe and Eddie
 WLW—Dog Talk by Dr. Glenn Adams
 WOR—Uncle Don
 WPEN—Twilight Reveries
 WTEL—Moods, with Russell A. Harris

6:05 P.M.
 KDKA—Press News Reeler

6:15 P.M.
 CBS—On the Air Tonight; WABC
 NBC—Blue—Johnny Hart in Hollywood; WJZ KDKA
 WCAO—Reis and Dunn; Songs (CBS)
 WCAU—Song Spot
 WCBM—The Music Teacher; Jack Rohr
 WFI—Late News
 WGY—Musical Interlude
 WIP-WFAN—My-T-Fine Program
 WLW—Old Man Sunshine
 WPEN—Sports Talk
 WTEL—Recordings

6:20 P.M.
 CBS—Reis and Dunn; WABC
 WCAU—Esslinger Sporting Page

6:25 P.M.
 WPEN—Harry Seick's Orchestra

6:30 P.M.
 CBS—George Hall's Orchestra; WABC
 NBC—Blue—Savannah Liners; WJZ
 NBC—Red—Ralph Kirbery, baritone; WEAFF WFI
 KDKA—KDKA Dinner Concert
 WCAO—To be announced
 WCAU—Chandu, the Magician
 WCBM—Popular Hits
 WDAS—Joe Dugan, sports columnist
 WGY—Gray McClintock in the Canadian Northwest
 WIP-WFAN—News Reporter
 WLW—Bob Newhall Sportsman
 WOR—Jack Berger's Concert Orchestra

6:40 P.M.
 CBS—Emergency Unemployment Relief Committee
 WABC
 WIP-WFAN—News Reporter

6:45 P.M.
 CBS—Keenan and Phillips; WCAO WIP-WFAN
 CBS—Just Plain Bill; WABC
 NBC—Blue—Lowell Thomas; Today's News; WJZ
 KDKA WLW
 NBC—Red—Back of the News in Washington; WFI
 WEAFF WRC
 WCAU—Hotel Walton Orchestra
 WCBM—Sports Scrap Book
 WDAS—The Gossipers
 WGY—Chandu, the magician
 WTEL—Recordings

7:00 P.M.
 CBS—Myrt and Marge; WABC WCAO WCAU
 NBC—Blue—Amos 'n' Andy; WJZ WBAL KDKA
 WLW WRC
 NBC—Red—Mid-week Hymn Sing; WEAFF
 WCBM—Southern Hotel Dinner Music
 WDAS—Max Essner's Orchestra
 WFI—To be Announced
 WGY—Stock Reports
 WIP-WFAN—Uncle Wip's Roll Call
 WOR—Ford Frick, Sports Resume
 WPEN—Horace and Tony, comedy skit

7:15 P.M.
 CBS—Buck Rogers in The Year 2432; WABC
 NBC—Blue—Balkan Melodies; WJZ KDKA
 NBC—Red—Wheatonville; WEAFF WFI WRC WGY
 WFIT

7:25 P.M.
 WCAO—Harry Barris' Orchestra (CBS)
 WCAU—Philadelphia Electric Half Hour
 WLW—Gene and Glenn
 WOR—Make Believe
 WPEN—Joe Kilcullen, Talk

7:30 P.M.
 WPEN—Turf Selections

7:30 P.M.
 CBS—The Wandering Boy; WABC
 NBC—Blue—Rameses Program; WJZ
 NBC—Red—Barbasol Program; WEAFF WFI WRC
 WGY
 KDKA—KDKA Players
 WCBM—Ted Elmore's Collegians
 WDAS—The Voice of Cheer
 WIP-WFAN—Abbotts Orchestra
 WLW—Chandu the Magician
 WOR—"Why You Are Misunderstood"; speaker O.
 G. Van Campen
 WPEN—A Vision, talk
 WTEL—Christian and Missionary Alliance

7:45 P.M.
 CBS—Georgie Price and Benny Kreuger's Orchestra;
 WABC WCAO WCAU
 NBC—Blue—Antobal's Cubans; WJZ
 NBC—Red—The Goldbergs; WEAFF WFI WRC WGY
 WDAS—The Horn Twins
 WLW—Tangee Musical Dreams
 WOR—Gallico's Three Piano Ensemble; Paolo Gal-
 lico; Stella Stamler and Marise Krieg
 WPEN—Dorothy Daw's Column of the Air

8:00 P.M.
 CBS—Fray and Braggiotti; WABC WCAU
 NBC—Blue—You and Your Government; WJZ KDKA
 NBC—Red—Blackstone Plantation; WEAFF WFI WRC
 WGY
 WCBM—Chief Sachem Ousa Mequin
 WDAS—The Pride of Killarney; Irish Orchestra
 WIP-WFAN—Dick Barton's Orchestra
 WLW—San Felice Program
 WOR—Chandu the Magician; Mystery Drama
 WTEL—Polish Cheerups

8:15 P.M.
 CBS—The Magic Voice; WABC WCAO WCAU
 WCBM—George Hoesch, pianist
 WIP-WFAN—The Gossipers
 WLW—The Puddle Family
 WOR—Keller Sisters and Lynch
 WPEN—Song of Romance with Joe Famiglietti,
 baritone

8:30 P.M.
 CBS—Kate Smith and her Swanee Music; WABC
 WCAO WCAU
 NBC—Blue—Adventures in Health, Dr. Herman Bun-
 desden; WJZ KDKA WLW
 NBC—Red—Wayne King's Orchestra; WEAFF WFI
 WRC WGY
 WCBM—Al Martin; "The Philosophical Pugilist"
 WDAS—The Jewish Hour
 WIP-WFAN—The Foremen
 WOR—WOR Minstrels
 WPEN—Italian Hour

8:45 P.M.
 CBS—The Columbians; WABC WIP-WFAN
 NBC—Blue—Phillips Lord in the Country Doctor;
 WJZ
 KDKA—Mister Twister (NBC)
 WCAO—The Fast Freight (CBS)
 WCAU—Back Home with Frank Luther
 WCBM—Tony Ryan; Songs
 WLW—Smilin' Ed McConnell

9:00 P.M.
 CBS—Music That Satisfies; WABC WCAO WCAU
 NBC—Blue—Musical Memories; WJZ KDKA
 NBC—Red—Ben Bernie's Orchestra; WEAFF WRC
 WFI WGY
 WCBM—Studio Program
 WIP-WFAN—Astor Ballroom
 WLW—The Arceo Band
 WOR—Frank and Flo; vocal duo and patter
 WPEN—Lincoln Theater Auditions

9:15 P.M.
 CBS—Threads of Happiness; WABC WCAO WCAU
 WOR—The Bachelors Quartet

9:20 P.M.
 WIP-WFAN—Molly, Betts and Fran

9:30 P.M.
 CBS—California Melodies; WABC WCAU
 NBC—Blue—Willard Robison's Orchestra; WJZ
 NBC—Red—Ed Wynn's Fire-Chief Band; WEAFF WGY
 WFI WRC WLW
 KDKA—Organ Reveries (NBC)
 WCBM—Wrestling Matches
 WDAS—The Interchurch Choir
 WIP-WFAN—Ipalo; American Symphony Orchestra
 WOR—Footlight Echoes

9:45 P.M.
 WIP-WFAN—Alice Saftori; songs

10:00 P.M.
 CBS—Five Star Theater; WABC WCAU
 NBC—Blue—The Morin Sisters; WJZ KDKA
 NBC—Red—Lucky Strike Hour; WEAFF WFI WRC
 WGY WLW
 WIP-WFAN—Henny Hendrickson's Orchestra
 WPEN—Jack Ferry's Orchestra

10:15 P.M.
 NBC—Blue—Pan American Concert; WJZ
 KDKA—Westinghouse Pioneers
 WCAO—Jay C. Flippen-cies (CBS)
 WOR—The Jolly Russians

10:30 P.M.
 CBS—Edwin C. Hill; WABC WIP-WFAN
 KDKA—Will Ryshanek's Orchestra
 WCAU—Harold Knight's Orchestra

WCBM—To be announced
 WPEN—Jack Ferry's Orchestra

10:45 P.M.
 CBS—Wm. O'Neal; WABC WCAO WCAU
 WDAS—Piano Meditations by Manny La Porte
 WIP-WFAN—Five Melody Monarchs
 WOR—Allan Richards, baritone

11:00 P.M.
 CBS—Columbia Symphony Orchestra; WABC WCAO
 NBC—Blue—Lanny Ross, tenor; WJZ
 NBC—Red—George Olsen's Orchestra; WEAFF WFI
 WRC
 KDKA—Time; News Flashes
 WCAU—Boake Carter, talk
 WCBM—Johnny Tucker's High Hatters
 WIP-WFAN—Pearl Theater Revue
 WLW—Threesome and Organ
 WOR—Moonbeams

11:15 P.M.
 NBC—Blue—Cesare Sodero and NBC Concert Or-
 chestra; WJZ WRC WLW
 KDKA—News Flashes
 WCAU—Enoch Light's Orchestra

11:20 P.M.
 KDKA—Bradley Kincaid

11:30 P.M.
 CBS—Isham Jones' Orchestra; WABC WCAO WCAU
 NBC—Red—Jack Denny's Orchestra; WEAFF WFI
 KDKA—Jimmy Joy's Orchestra
 WCBM—Ted Elmore's Nutty Orchestra
 WIP-WFAN—La Casa-Billy Hay's Orchestra
 WOR—Ben Selvin's Orchestra

11:45 P.M.
 WLW—Alice Remsen and Orchestra

12:00 MIDNIGHT
 CBS—Don Redman's Orchestra; WABC WCAU
 NBC—Red—Don Bestor's Orchestra; WEAFF WFI
 KDKA—Salt and Peanuts
 WIP-WFAN—Missing Person's Report
 WLW—George Olsen's Orchestra (NBC)
 WOR—Steuben Cadets Orchestra

12:15 A.M.
 KDKA—Teracer Gardens Orchestra (NBC)

12:30 A.M.
 CBS—Harold Stern's Orchestra; WABC WCAU
 NBC—Blue—Dancing in Milwaukee; WJZ WRC
 NBC—Red—Ted Weems' Orchestra; WEAFF WFI
 WLW—Larry Funk's Orchestra

1:00 A.M.
 CBS—Roseland Ballroom Orchestra; WABC
 WCAU—Missing Persons Reporter
 WLW—Moon River

1:15 A.M.
 WLW—Jan Garber's Orchestra

1:30 A.M.
 CBS—Riviera Orchestra; WABC

Programs for Wednesday, December 28

6:30 A.M.
 WLW—Top of the Morning

6:45 A.M.
 NBC—Red—Tower Health Exercises; WEAFF WFI
 WRC WGY
 WLW—Caterpillar Tractor Program
 WOR—Gym Classes

7:00 A.M.
 KDKA—KDKA Musical Clock
 WCAO—Early Risers' Musical Clock
 WCBM—Morning Melodies
 WLW—College Three
 WOR—Gambling's Gamboliers
 WTEL—Top of the Morning

7:15 A.M.
 WLW—Old Bill
 WOR—Gym Classes

7:30 A.M.
 CBS—Organ Reveille; WABC
 NBC—Blue—Don Hall Trio; WJZ
 KDKA—Bradley Kincaid
 WCAO—Sunpaper Bulletins
 WLW—Yodelling Twins
 WOR—Gambling's Gamboliers
 WPEN—Musical Clock and Mystery Announcer

7:40 A.M.
 WPEN—News and Views

7:45 A.M.
 CBS—Bud Collyer, The Kruschen Serenader; WABC
 NBC—Blue—Jolly Bill and Jane; WJZ KDKA
 WCAO—WCAO Kiddie Club
 WLW—Andy Mansfield's Memory Box
 WOR—Gym Classes

8:00 A.M.
 CBS—Salon Musicale; WABC WCAU
 NBC—Blue—The Wheatworth Program; WJZ
 NBC—Red—Gene and Glenn; WEAFF WFI
 WGY WRC
 KDKA—Bronc Busters

WCAO—Late Risers' Clock
 WCBM—Morning Glories
 WLW—Morning Devotions
 WOR—John, Joe and Frosini, songs
 WPEN—Cruise of the S. S. All In Fun
 WTEL—The Console Rises

8:05 A.M.
 WOR—Daily Produce Reporter

8:10 P.M.
 WOR—Al Woods, songs

8:15 A.M.
 NBC—Blue—Morning Devotions; WJZ
 NBC—Red—Organ Rhapsody; WEAFF WFI WGY
 KDKA—KDKA Kiddies' Klub
 WLW—Reinie Gau
 WPEN—Jack Tar's School Days
 WRC—Morning Varieties

8:25 A.M.
 WOR—Sherman Keene's Orchestra

8:30 A.M.
 CBS—Rhythm Kings; WABC WCAU
 NBC—Blue—The Pepper Pot, dance band; WJZ
 WLW
 NBC—Red—Cheerio; WEAFF WFI WRC WGY
 KDKA—Morning Cheer; Lois Miller
 WOR—Martha Manning; sale talk
 WPEN—Arithmetic Band
 WTEL—Thrifty Club

8:45 A.M.
 KDKA—Pepper Pot (NBC)
 WDAS—Morning Melodies
 WIP-WFAN—Early Riser's Club
 WOR—Musical Novelettes
 WPEN—Chris Seiter, crooning troubadour
 WTEL—Flashes of Wit

9:00 A.M.
 CBS—Little Jack Little; WABC WCAO
 NBC—Red—Morning Glee Club; WEAFF WGY WRC
 WFIT
 KDKA—Press News-Reeler
 WCAU—Words and Music
 WCBM—News Flashes

WDAS—The Musical Parade
 WIP-WFAN—Modern Living
 WLW—"Max." Recipes
 WOR—Miss Kath'rine 'n' Calliope, sales talk
 WPEN—Chamber of Commerce Program; Assembly
 Exercises

9:05 A.M.
 KDKA—Piano Classique

9:15 A.M.
 CBS—Melody Magic; WABC WCAO
 CBS—Goldy and Dusty; WCAU
 NBC—Red—Current Events; WEAFF WRC
 KDKA—Style and Shopping Service
 WCBM—LeRoy McKnew; Pianist
 WDAS—The Song Peddler
 WFIT—Women's Home Hour
 WLW—Morrie Newman and Larry Greuter
 WPEN—The Health Man

9:30 A.M.
 CBS—Tony Wons; Are You Listenin'? WABC WCAO
 WIP-WFAN
 NBC—Blue—Vic and Sade; WJZ KDKA
 NBC—Red—Flying Fingers; WEAFF WRC WGY
 WCAU—Asco News Reporter
 WCBM—Musical Gems
 WFIT—Homemakers' Forum
 WLW—Tony Cabooch
 WOR—Mrs. J. S. Reilly's Common Sense Talk
 WPEN—Second Cruise of the S. S. All In Fun

9:45 A.M.
 CBS—The Merry-makers; WCAO WCAU WABC
 WIP-WFAN
 NBC—Blue—Nothing but the Truth; WJZ
 KDKA—News Flashes, weather
 WDAS—Tinkling Tunes
 WFIT—Flying Fingers (NBC)
 WLW—Organ Moods, Arthur Chandler, Jr.
 WOR—Shopping with Jean Abbey
 WPEN—Bo'sun Borelli, songs

9:50 A.M.
 KDKA—Market Reports

10:00 A.M.
 CBS—The Oxol Feature; WABC WCAU
 NBC—Blue—John Fogarty, tenor; WJZ
 NBC—Red—Banjoleers; WEAFF WGY WRC
 KDKA—Morning Songs
 WCAO—Novelty Male Trio
 WCBM—Home Makers Round Table
 WDAS—Betty Barnes discusses "Our Children"
 WFI—Market Reports
 WIP-WFAN—Home Maker's Club
 WLW—Live Stock Reports
 WOR—McCann Pure Food Hour
 WPEN—Freddy, the Cabin Boy

10:10 A.M.
 WLW—Program Report
 WPEN—Tom Rott; skit

10:15 A.M.
 CBS—Artells Dickson; WABC WCAU
 NBC—Blue—Clara, Lu 'n' Em; WJZ KDKA
 NBC—Red—Juan Reyes, concert pianist; WEAFF WGY
 WDAS—Ads and Fads, talks with music
 WLW—Mail Bag

10:20 A.M.
 WPEN—Chips Eckert, comedian

10:25 A.M.
 WPEN—Foot Health; talk

10:30 A.M.
 CBS—Melody Parade; WCAO WABC WCAU WIP-
 WFAN
 NBC—Blue—Our Daily Food; WJZ KDKA
 NBC—Red—Swingin' Along; WEAFF WFI
 WCBM—Merchants' Air Review
 WDAS—On the WDAS Sightseeing Bus
 WLW—Male Quartette
 WPEN—Grab Bag of the Air

10:45 A.M.
 CBS—The Four Clubmen; WABC WCAO WCAU
 NBC—Blue—Happy Jack Turner; WJZ
 NBC—Red—Betty Crocker; cooking talk; WEAFF
 WFI WRC
 KDKA—Nesbitt and DiLernia
 WIP-WFAN—Organ Melodies
 WLW—Hollywood Snap Shots

Wednesday Programs [Continued]

11:00 A.M.
 CBS—Nell Vinick, beauty talk; WABC WCAO
 NBC—Blue—U. S. Army Band; WJZ KDKA
 NBC—Red—Breen and de Rose; WEA WGY WRC
 WLIT
 WCAU—Morning Moods (CBS)
 WCBM—Heart and Home Service
 WDAS—A Thought For The Day; poetry readings
 WIP-WFAN—Classified Program
 WLW—The Sunshine Boys
 WOR—Joseph Bier, baritone
 WPEN—The Health Man

11:15 A.M.
 CBS—Morning Moods; WABC WCAO
 NBC—Red—Radio Household Institute; WEA WGY
 WLIT WRC
 WDAS—The Memory Pianist
 WLW—Mike and Herman
 WOR—College Art Ass'n, lecture
 WPEN—Chamber of Commerce Women's Home Hour

11:30 A.M.
 CBS—The Fitch Professor; WABC WCAO WCAU
 NBC—Blue—Rhythm Ramblers; WJZ WLW
 NBC—Red—The Romantic Bachelor; WEA WRC
 KDKA—Alabama Cotton Pickers
 WCBM—Varieties
 WDAS—The Scrap-Book of the Air
 WLIT—Everywoman's Hour
 WOR—Ann Stevens' Thrift Hour
 WPEN—The Stamp Collector

11:45 A.M.
 CBS—Ben Alley, tenor; WABC WCAO WIP-WFAN
 WCAU
 NBC—Blue—Sweetheart Program; KDKA WJZ
 NBC—Red—Concert Pianist; WEA
 WCBM—Jack Rohr; Pianist
 WDAS—The Column of the Air
 WLW—Randall Sisters
 WOR—Riverdale; sketch
 WPEN—Emmett Welch

11:50 A.M.
 WDAS—Jean Smogar at the Organ

12:00 NOON
 CBS—Buddy Harrod's Orchestra; WABC WCAO
 WIP-WFAN
 NBC—Blue—Smack Out; WJZ
 NBC—Red—Johnny Marvin, tenor; WEA WFB
 WRC WGY WLIT
 KDKA—Business News and Market Reports
 WCAU—The Five Dominoes
 WCBM—To be announced
 WLW—Three Cheers
 WOR—The Voice of Experience
 WPEN—Organ Doctor
 WTEL—Majestic Trio

12:10 P.M.
 WCAU—Health Forum, talk

12:15 P.M.
 NBC—Blue—Lady Bugs; WJZ
 NBC—Red—On Wings of Song; WEA WRC
 WCBM—Luncheon Music
 WDAS—Noontime Melodies
 WLIT—Noontime religious service
 WLW—River and Market Reports
 WOR—Your Dog and Mine
 WPEN—Musical Lovelorn
 WTEL—News Resume

12:20 P.M.
 KDKA—Farm Flash
 WLW—Live Stock Reports
 WOR—The Romance of Life Insurance

12:25 P.M.
 WCAU—Melody of the Day
 WOR—The Willard Messenger, sales talk

12:30 P.M.
 CBS—Concert Miniatures; WABC
 NBC—Blue—National Farm and Home Hour; WJZ
 WLW WRC
 KDKA—Press News-Reeler
 WCAU—Boake Carter, talk
 WCBM—Howard String Trio
 WDAS—Neighbour and His Neighbours
 WIP-WFAN—Current Topics
 WLIT—Hotel Concert Orchestra
 WOR—The Carnegie Hall Organ Recital
 WTEL—Philadelphia Chamber of Commerce Women's
 Radio Review; Talk, Miss Mary G. Heist

12:35 P.M.
 KDKA—Jimmy Joy's Orchestra

12:45 P.M.
 WCAU—Harold Knight's Orchestra
 WTEL—Radio Ramblings

1:00 P.M.
 CBS—George Hall's Orchestra; WABC WCAU
 NBC—Red—Market and Weather Reports; WEA
 KDKA—National Farm and Home Hour, (NBC)
 WCAU—Lou Becker's Orchestra
 WCBM—Ted Elmore's Collegians
 WGY—Albany on Parade
 WFI—News Reports
 WIP-WFAN—Gimbel Choral Group
 WLIT—Lansdowne Coal Co. Program
 WOR—Melody Lane
 WPEN—Woman's Page of the Air

1:05 P.M.
 WDAS—Primer for Town Farmers

1:15 P.M.
 NBC—Red—Emerson's Gilt's Orchestra; WEA WFI
 WDAS—Talk
 WIP-WFAN—Orient Orchestra
 WOR—Show Boat Boys, harmony duo and patter
 WPEN—Rotary Club Luncheon

1:20 P.M.
 WDAS—Primer for Town Farmers

1:30 P.M.
 CBS—Madison Ensemble WABC WCAO WIP-WFAN
 NBC—Blue—The Ambassadors Quartet; WJZ KDKA
 NBC—Red—Rex Battle and Ensemble; WEA WRC
 WFI

TOWERING TENOR



William O'Neal is the towering tenor who sang leading roles in "New Moon" and "The Desert Song." He begins a new series, in which he is co-starred with Colonel Stoopnagle and Budd, on the weekly Pontiac broadcasts which start over CBS at Thursday, December 28, at 9:30 p. m.

WCAU—Paul Tremaine's Orchestra
 WDAS—Al Shohat, songs
 WLW—Jan Garber's Dance Orchestra
 WOR—Occasional Rarebits; Syd Stern's Aces
 WPEN—Old Timers' Ensemble

1:45 P.M.
 NBC—Blue—Godfrey Ludlow; WJZ KDKA
 WCAU—Tom Jones; Arkansas Traveler
 WDAS—Phila. Chamber of Commerce, Women's Home
 Hour, talk
 WFI—Market Reports
 WGY—Concert Ensemble (NBC)
 WPEN—Talk; Thomas C. Martindale

1:50 P.M.
 WCAU—Cecil and Sally

2:00 P.M.
 CBS—Ann Leaf at the Organ; WABC WCAO WCAU
 NBC—Blue—Weather Reports; WJZ
 NBC—Red—Del Lampe's Orchestra; WEA
 KDKA—KDKA Home Forum
 WDAS—Chattering With Ethel Maeder
 WGY—Better Business Bureau Talk
 WIP-WFAN—Ted and Etta Gunther
 WLIT—Speakers' Bureau on International Affairs
 WLW—School of the Air
 WOR—Marguerite Valentine, concert pianist
 WPEN—Billy Penn's Daily Diary

2:05 P.M.
 NBC—Blue—Words and Music; WJZ WRC

2:15 P.M.
 CBS—Ann Leaf at the Organ; WABC
 NBC—Red—The Girl Who Lives Next Door; dramatic
 sketch; WEA
 KDKA—Utility Hall Program
 WCAU—Cooking School
 WGY—Giovanni Trombini, cellist
 WIP-WFAN—To be Announced
 WLIT—Charlie Borelli; song serenade
 WOR—To be announced
 WPEN—Tunes To Be Remembered

2:30 P.M.
 CBS—Columbia Salon Orchestra; WABC WCAU
 NBC—Blue—Syncopators; WJZ
 NBC—Red—Armenian Choir; WEA WRC WLIT
 WGY
 KDKA—Stroller's Matinee
 WDAS—The Loretta Trio; instrumental music
 WIP-WFAN—Bessie Hicks Players
 WOR—Lillian Allen Glass, contralto
 WPEN—Around the Musical World

2:45 P.M.
 NBC—Blue—Concert Petite; WJZ
 WDAS—Book Review by Martin Gosch
 WIP-WFAN—Bible Study; Rev. Merril T. McPherson
 WOR—YMCA German Course, Dr. Alexander Leon-
 hardi
 WPEN—Studio Guest of Honor

3:00 P.M.
 CBS—The Captivators; WABC WCAU WIP-WFAN
 NBC—Blue—Betty and Bob; WJZ KDKA
 NBC—Red—Salon Concert Ensemble; WEA WFB
 WRC WFI WGY
 WDAS—Little Journeys to the Home of Great Musi-
 cians
 WLW—Bisquick Program (NBC)
 WOR—Nell Wing, soprano
 WPEN—Itinerant Interlude

3:15 P.M.
 CBS—Madame Belle Forbes Cutter and Orchestra;
 WABC WIP-WFAN WCAU
 NBC—Blue—Radio Troubadours; WJZ KDKA
 WDAS—Beatrice Adamson, soprano
 WLW—Joe Emerson, Bachelor of Song
 WOR—John Morelli, tenor
 WPEN—Embarrassing Moments Contest

3:30 P.M.
 NBC—Red—Woman's Radio Review; WEA WFI
 WRC WGY
 KDKA—Salt and Peanuts
 WDAS—Afternoon Melodies, string trio
 WLW—Crosley Cadets
 WOR—Elks Organ Recital, Robert Pereda
 WPEN—Dance Revue

3:45 P.M.
 CBS—Eton Boys; WABC WCAU
 NBC—Blue—Morin Sisters; WJZ
 KDKA—Microphone Melody Markers
 WDAS—Mary Bowman Harris and Lenore Miller,
 songologue
 WIP-WFAN—Piano Rogue and Enchanted Voice
 WLW—Morrie and Marion
 WPEN—Somebody's Birthday

4:00 P.M.
 CBS—Claude Hopkins' Roseland Orchestra; WABC
 WCAU
 NBC—Blue—Eastman School Chamber Music; WJZ
 WLW
 NBC—Red—Two Seats in the Balcony; WEA WRC
 KDKA—Work-a-day Thoughts
 WDAS—Dramatic Moments with Belle Tsirlin,
 WFI—Honolulu Melody Boys
 WOR—Ariel Ensemble, house orchestra
 WPEN—Special Feature

4:05 P.M.
 KDKA—Business News

4:15 P.M.
 KDKA—To be announced
 WCAU—Claude Hopkins' Orchestra
 WDAS—Ruth Warren, The Lady in Blue
 WFI—Talk under auspices of the Philadelphia County
 Medical Society
 WPEN—Mad Music

4:30 P.M.
 CBS—Edna Rush, contralto; WABC WCAO WCAU
 NBC—Blue—Anniversary of Birth of Woodrow Wil-
 son; WJZ
 NBC—Red—Tea Dansante; WEA WLIT
 KDKA—Market Reports
 WDAS—Henry Patrick, Old Favorites, vocal
 WIP-WFAN—Temple Talks
 WLW—Louis John Johnen
 WOR—Crimoline Days
 WPEN—Sundown Melodies

4:45 P.M.
 CBS—Bill Schudt's "Going to Press"; WABC WCAO
 WIP-WFAN WCAU
 NBC—Blue—Maurice Sherman's Orchestra; WJZ
 NBC—Red—The Lady Next Door; children's program
 WEA WRC
 KDKA—Piano Interlude
 WDAS—The Singing Banjos, instrumental
 WLIT—Homemakers' Forum
 WLW—Low Down
 WOR—Anna Levitt, pianist

4:50 P.M.
 KDKA—David Lawrence Dispatch

4:55 P.M.
 KDKA—KDKA Artists Bulletin
 WOR—Program Resume

5:00 P.M.
 CBS—Bobby Benson; WABC WCAU
 NBC—Red—Joseph Gallicchio's Orchestra; WEA
 KDKA—To be announced
 WCAU—Elizabeth Oppenheim; Pianist
 WCBM—Rhythm Rounders
 WDAS—Tea Time Tunes
 WIP-WFAN—Love's Old Album
 WLIT—Children's twilight hour

WLW—Southern Singers
 WOR—The Irish Colleen; Kathleen McGlone
 WPEN—Mother Goose
 WRC—"Book Reviews"

5:15 P.M.
 CBS—Do Re Mi; WABC WCAU
 NBC—Blue—Dromedary Caravan; WJZ WLW KDKA
 NBC—Red—Paul Wing, the Story Man; WEA WGY
 WCAU—Sunpaper Bulletins
 WCBM—Weather and Market Reports
 WIP-WFAN—Health's Highway
 WLIT—Tea Time Musicale
 WOR—Billy Bruce, baritone
 WPEN—Horace Hustler, Organist
 WRC—Aunt Sue and Polly

5:30 P.M.
 CBS—Sippy WABC WCAO WCAO
 NBC—Blue—The Singing Lady; WJZ WLW KDKA
 NBC—Red—The Flying Family; WEA WLIT WRC
 WGY
 WCBM—Varieties
 WDAS—Musical Silhouettes
 WIP-WFAN—Classified Program
 WOR—To be announced
 WPEN—String Rhythm

5:45 P.M.
 CBS—The Lone Wolf Tribe; WABC WCAO WCAU
 NBC—Blue—Little Orphan Annie; KDKA WJZ
 NBC—Red—Adventures of the Safety Soldiers; WEA
 WRC WGY
 WCBM—To be announced
 WDAS—The Dixie Stompers, novelty orchestra
 WIP-WFAN—Humpty Dumpty and his People
 WLIT—To be announced
 WLW—Beachcombers
 WOR—Bernard Gabriel, pianist

6:00 P.M.
 CBS—Vaughn de Leath, songs; WABC WCAO
 NBC—Blue—Del Lampe's Orchestra; WJZ
 NBC—Red—Waldorf-Astoria Orchestra; WEA WRC
 WFI
 KDKA—Teaberry Sport Review
 WCAU—Milton Charles at the Console
 WCBM—Mary Ann Kiddie Klub
 WDAS—Ads and Fads
 WGY—Ma Frasier's Boarding House
 WIP-WFAN—Cowboy Tom
 WLW—"Oklahoma Bob" Albright
 WOR—Uncle Don
 WPEN—Twilight Reveries

6:05 P.M.
 KDKA—Press News-Reeler

6:15 P.M.
 CBS—On the Air Tonight; WABC
 NBC—Blue—Johnny Hart in Hollywood; WJZ KDKA
 WCAU—Topics by Chas. P. Shoffner
 WCBM—Suzanne Davis; Thereminist
 WFI—Late News
 WGY—Health Talk
 WLW—Old Man Sunshine
 WPEN—Sports Talk

6:20 P.M.
 CBS—George Hall's Orchestra; WABC WCAO
 WCAU—Esslinger Sporting Page
 WGY—Studio Ensemble

6:25 P.M.
 WPEN—Harry Seick's Orchestra

6:30 P.M.
 CBS—Connie Boswell, songs; WABC
 NBC—Blue—Sheer Romance, drama; KDKA WJZ
 NBC—Red—Emergency Unemployment Relief Talk;
 WEA WRC
 WCAU—The Diplomats; Dance Orchestra
 WCAU—Chandu, the Magician; drama
 WCBM—Louise Rodda; Songs
 WDAS—Joe Dugan, sports columnist
 WFI—"Get the Air Mail Through," talk
 WGY—New York State Educational Series
 WIP-WFAN—Valley Forge Sport Shots
 WLW—Bob Newhall; Sportsman
 WOR—Detectives Black and Blue, Mystery Drama

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• Quaker Airings •

By Murray Arnold

One hundred beautiful dancing partners, one hundred! . . . Jack Griffin, one of the WIP-WFAN "Cheerful Cherubs" (Tom Verone's the other!) will direct his twenty-piece orchestra on Friday evening December 30 at Convention Hall! . . . The affair is sponsored by the Philco radio people, and if it draws anything like last year, a crowd of twenty thousands will be there! . . . and this makes the eight straight year that Jack has had this engagement! . . . He'd whack us if he knew we were "quaker airing" this note, but WPEN's "Mystery Announcer" worked all last week while under a severe case of the "flu," and he still should be a' bed! . . . Send him your notes of appreciation, he deserves them! . . . What local dentist-czar who advertises quite extensively on the local air-waves was seen last week at that swank Locust Strasse speaky with a gawjuss blonde? . . .

Marlo has just contracted for that noo ditty, "Whisper That you Love Me," written by Billy Hays, Margie (McCroxy Stores buyeress) Morris, and our old friend, Frank Capano, of "Tears" fame! . . . The song was placed thru the jovial Jack Harris! . . . o. k., boys, we'll be lissenin'! . . . To Stanley Permer: As a rule, stations do not permit visitors to broadcasts, but if you will write to the program director of that station, you may be accorded the favor! . . . Please watch this column for answers to other queries, as we have thus far been unable to learn all details! . . . I. D. (Ike) Levy, of Philadelphia's radio clan, has the most gorgeous law offices in Philly in the new CAU mansion! . . .

Catch Al (Jolson) Shohat over WDAS on Wednesday and Friday at 1:30 for that real "mammy" yodelin'! . . . Have you noticed that WIP-WFAN is now broadcasting until one every morning, carrying many of the local ace orchestras from 10 p. m. until early morn'g? . . . It's WPEN's wire that will carry those wrestling matches direct from the Arena! . . . Bob-o-boy, its a pity you can't read those scorchy, torchy missives that booful songstress is sending her piano-poundin' Clark Gable . . . Can you take it, Lester?

If any radioer in town has more famous relatives than Anne Kelly, the WPEN "Mother Goose" gal, we'd like to hear about it! . . . Her uncles include Walter C. Kelly, the celebrated "Virginia Judge" of vaude fame, Jack Kelly, the champ oarsman, George Kelly, the playwright (remember, he authored the smash success, "The Show Off") and to top it all, George Kelly, her brother, was last year rated the second best billiard player in the world! . . . Ain't dat all sompin'? . . . Herbert Speiser, the assistant District-Attorney of our sombre village, not only likes radio people, but is extremely fond of Andy O'Neil, the merry bartender at the Teddy-Ike-Biff speak! . . . The WDAS "Kelly Singing Waitress," who yodels for the Kelly erster folk, is really a waitress in an H. and H. restaurant! . . .

Our tweed chapeau goes off to Stan Lee Broza's "Young America" program over WCAU on Tuesday at 5:45! . . . If this kid's program doesn't have it all over the chain features, then Gandhi will marry Kate Smith next Friday! . . . Good for you, kiddies, and we hope you get that sponsor you were crying for! . . . And "Pop" Broza rates our applause for this lulu of a program! . . . To Mrs. L. M.: You can get a copy of Paul (Thin Dime) Alger's Billy Penn's Diary by sending 10c to him at WPEN, 217 S. Broad St.! . . . Not at all! . . . Isn't Paul Tremaine's "Lonely Acres" orchestra due to follow Don Bigelow at the Walton Roof? . . . Look, grandma, he's asking questions again! . . . You should see that radio salesman

blabber every time he runs into some unfortunate happening! . . .

Every time we eye the Two Maw sisters, we bemoan the fact that those chappies who are tinkering with television are so slow in getting the darned thing in working order! . . . They've kind of rocked this staid town with their chahm and good looks, these two frauleins, and if you don't take our words for it, smarties, give a glance at the latest Chesterfield coffin-nail ads, and see for yourself! . . . Marjorie and Irene; dropped in on Philly from the Coconut Grove in Bawston, Mass., after playing the Silver Lake Inn, and now, besides lending their sweet harmonies to the local microphones, they're appearing in person and what person at Maxil's, in West Philly . . .

Clap noisy hands for WDAS's Christmas Tree! . . . all your toys, clothing and canned goods sent to the Elk's station will be given to the poor! . . . Common, don't be a clacker; send something, anything, NOW! . . . Catch the new "Radio Guide Revue" over WPEN each Monday at 8 p. m., for a tuneful and jolly time under the tutelege of those two ditty scribblers, Manny La-Porte and Harold Davis, and with a host of guest artists! . . . In reply to Mrs. J. R.: Auditions for both WIP-WFAN and WCAU are held at the WCAU studios each Monday, Tuesday, Wednesday and Thursday from 2 to 4 p. m. See Miss Schaeffer! . . . you're welcome! . . . If we were giving a diamond-studded fourteen carat gold cup to Philly radiodom's premiere secretary, it would have Gladys Brown's name inscribed on it! . . . Can you take it, Gladys? . . .

Doug Hibbs, generalissimo of the WTEL studios, will shortly spring some winter features that will astound you, you public! . . . Henry Patrick, the kosher songster with that kind of name, brought down the WDAS studios last Sunday with his rendition of the heart-throbbing "Sonny Boy" chune, that number made famous by Eddie Cantor, or was it Georgie Jessel? . . . Well, never mind! . . . Listen to Del Zane over the eye-pee air-line Monday's at 2:45, and treat yourself to this piano-pounding singer's entertainment! . . . Yes, Harold Knight's Cathay ork! . . .

It's Margaret Collins, Joe (WLIT) Nas-saus' right-hand lassie, who accompanies the Lit Brothers Chorus! . . . Tune in on WHAT Sattiday morn at 10:45 for an expert's view-pernt of current movies in town, for it's Eric Knight hisself who does the cinema reviews! . . . The new WCAU studios are the period after the last word in modern broadcasting castles! . . . What radio salesman dropped two grand playing the market last week? . . . Heigh-ho-boy-ho-boy! . . . And so, until next ertzney at this same time, s'lunk! . . .

Good Investment

Just after the war, Willie Howard, currently appearing on the Royal Vagabonds program with Eugene Howard and Ward Wilson, was approached by Philip Grau, a



German comedian left destitute by the war, for a loan. Willie gave him a stake and Grau was enabled to make a comeback. Several years later he died and Willie Howard was named the sole beneficiary of his estate of \$12,000.

Wednesday [Continued]

6:40 P.M.
WIP-WFAN—News Reporter

6:45 P.M.
CBS—Just Plain Bill; WABC
NBC—Blue—Lowell Thomas, Today's News; KDKA WJZ WLW
NBC—Red—G. E. Circle; WEAFF WFI
WCAU—The Inspiration Hour
WCAU—Funnyboners (CBS)
WCBM—Sports Scrap Book
WDAS—The Gossipers
WGY—Chandu, the magician
WIP-WFAN—Hal Thompson's Orchestra
WOR—Aviation Division of Macy's Boys Club
WRC—The Wilkins Quarter Hour

7:00 P.M.
CBS—Myrt and Marge; WABC WCAU WCAU
NBC—Blue—Amos 'n' Andy; WJZ KDKA WRC WLW
NBC—Red—Jane Froman's Band; WEAFF
WCBM—Southern Hotel Dinner Music
WDAS—Max Essner's Orchestra
WGY—Stock Reports
WIP-WFAN—Uncle Wip
WLIT—George Horth's Music
WOR—Ford Frick, Sports Resume
WPEN—Leo Zollo's Orchestra

7:15 P.M.
CBS—Buck Rogers in the year 2432; WABC
NBC—Blue—The Royal Vagabonds; KDKA WJZ
NBC—Red—Wheatenaville; WEAFF WLIT WRC WGY
WCAU—Household Entertainers
WLW—Gene and Glenn
WOR—Harry Hershfield
WPEN—Joe Kilcullen, Talk

7:25 P.M.
WPEN—Turf Selections

7:30 P.M.
CBS—Three X Sisters; WABC WCAU WCAU
NBC—Blue—Five Star Theater; WJZ KDKA
NBC—Red—Instrumental Quartet; WEAFF WRC WGY
WCBM—Clarence Hall; Pianist
WDAS—Talk
WIP-WFAN—Rajput
WLIT—Dr. Algase Sunny Smile Club
WLW—"Chandu," the Magician
WOR—A Wayside Cottage, sketch
WPEN—Lou Edwards Orchestra

7:40 P.M.
WCBM—"Save A Life Campaign"; Bob Thompson

7:45 P.M.
CBS—Angelo Patri; "Your Child"; WABC WCAU WCAU
NBC—Red—The Goldbergs; WEAFF WLIT WGY WRC
WCBM—Dick Purcell; Songs
WDAS—The Kelly Singing Waitress
WLW—Detectives Black and Blue
WOR—To be announced

8:00 P.M.
CBS—Whispering Jack Smith; WABC WCAU WCAU
NBC—Blue—Captain Diamond's Adventures; WJZ KDKA
NBC—Red—The Shadow; mystery drama; WEAFF WLIT WRC WGY
WCBM—Gospel Tabernacle
WDAS—Musical Gems
WHAT—Radio Guide Program
WIP-WFAN—Jin and Jo; The Campus Queens
WLW—Sunsweet Melodies
WOR—Chandu, the Magician; mystery drama
WPEN—Gems of Erin

8:15 P.M.
CBS—Singing Sam, the Barbasol Man; WABC WCAU WCAU
WDAS—Prosperity Program
WIP-WFAN—The Gossipers
WLW—Walt Sears' Orchestra
WOR—Luck of Joan Christopher, dramatic sketch

8:30 P.M.
CBS—Kate Smith and her Swanee Music; WABC WCAU WCAU
NBC—Blue—Harriet Lee and her Leaders; WJZ KDKA
NBC—Red—Irene Taylor; WEAFF WRC
WDAS—The Latin Hour
WGY—Three Shades of Blue, male trio
WIP-WFAN—Crazy Crystals
WLW—Alice Remsen and Orchestra
WOR—The Beggar's Bowl
WPEN—Italian Hour

8:45 P.M.
CBS—Edwin C. Hill; WABC
NBC—Blue—Phillips Lord in the Country Doctor; WJZ KDKA
NBC—Red—To be announced; WEAFF WRC WLIT WGY
WCAU—The Fast Freight (CBS)
WCAU—To be Announced
WIP-WFAN—Enchanted Quarter Hour
WLW—Smiling Ed McConnell

9:00 P.M.
CBS—To be announced; WABC WCAU
NBC—Blue—Adventures of Sherlock Holmes; WJZ KDKA WLW
NBC—Red—Symphony Concert; WEAFF WLIT WGY
WCBM—The Music Shop
WIP-WFAN—News Parade
WOR—Frank and Flo; vocal duo and patter
WPEN—Jack Ferry's Orchestra

9:05 P.M.
WDAS—Raymond Sullivan, tenor

9:15 P.M.
WCBM—"The Katzanjam Family"; comedy skit
WDAS—Mosen and Browns; negro comedy sketch
WIP-WFAN—Wilson Hoffman's Orchestra
WOR—Bob Lytell interviews Dr. John Erskine

9:30 P.M.
CBS—Colonel Stoopnagle and Budd; WABC WCAU
NBC—Blue—To be announced; WJZ KDKA WLW
WCBM—Ted Elmore's Nutty Orchestra
WDAS—The Brewerytown Band
WGY—First Prize Supper Club
WIP-WFAN—The Singing Newsboy
WOR—Market and Halsey St. Playhouse
WPEN—Jack Ferry's Orchestra
WRC—Wakefield's Ensemble

9:45 P.M.
WIP-WFAN—Dramatic Theater
WRC—Dance Orchestra

10:00 P.M.
CBS—Ruth Etting in Music That Satisfies; WABC WCAU WCAU
NBC—Blue—Alice Joy, contralto; WJZ KDKA
NBC—Red—Corn Cob Pipe Club; WEAFF WRC WLIT WGY
WCBM—To be announced
WDAS—Piano Meditations by Manny La Porte
WIP-WFAN—Alfredo's Concert Ensemble
WLW—Crosley Zero Hour
WOR—Roxanne and her Orchestra

10:15 P.M.
CBS—Easy Aces; WABC WCAU WCAU
NBC—Blue—Jackie Heller; WJZ
KDKA—Bridge School of the Air; E. Hall Downes
WDAS—The Column of the Air

10:30 P.M.
CBS—Columbia Revue; WABC WCAU
NBC—Blue—Andy Sannella; WJZ
NBC—Red—To be announced; WEAFF WGY
KDKA—Around the Cracker Barrel
WCAU—Little Jack Little (CBS)
WCBM—Johnny Tucker's High Hatters
WIP-WFAN—Golden Gate Orchestra
WLIT—Charlie Gaines' Orchestra
WLW—Rhythm Club
WOR—Mme. Luella Melius, soprano; orchestra

10:45 P.M.
CBS—Columbia Revue; WABC WCAU
NBC—Blue—Radio Rubes; WJZ
KDKA—Bradley Kincaid
WCAU—Billy Antrim's Orchestra
WOR—To be announced

11:00 P.M.
CBS—Nino Martini, tenor; WABC WIP-WFAN
NBC—Blue—Pickens Sisters, harmony trio; WJZ
NBC—Red—Nellie Revell; WEAFF WRC WLIT
KDKA—Sport Review; Weather Report; Artist Bulletin
WCAU—Boake Carter
WCBM—Oscar Appel's Orchestra
WLW—WLW Fanfares
WOR—Moonbeams

11:15 P.M.
CBS—Nino Martini; WABC
NBC—Blue—Cesare Sodero and NBC Concert Orchestra; WJZ
NBC—Red—Three Keys; WEAFF WRC WLIT
KDKA—News Flashes
WCAU—Hotel Walton Orchestra

11:20 P.M.
KDKA—Songs in French Manner, Mlle. Diane Laval

11:30 P.M.
CBS—Isham Jones' Orchestra; WABC WCAU WCAU
NBC—Red—Anson Weeks' Orchestra; WEAFF
KDKA—Jimmy Joy's Orchestra
WIP-WFAN—Orient Orchestra
WLIT—Joe Smith's Paradians
WLW—Walt Sears' Orchestra
WOR—Don Bestor's Orchestra

11:45 P.M.
WIP-WFAN—Enoch Light's Orchestra

12:00 MIDNIGHT
CBS—Don Redman's Orchestra; WABC WCAU
NBC—Blue—Cab Calloway; WJZ WLW
NBC—Red—Ralph Kirbery, the Dream Singer; WEAFF WRC
KDKA—Salt and Peanuts
WIP-WFAN—Missing Persons Report
WLIT—Charlie Gaines' Orchestra
WOR—Gus Van and Joe Furst's Orchestra

12:05 A.M.
NBC—Red—Vincent Lopez' Orchestra; WEAFF

12:15 A.M.
KDKA—Cotton Club Orchestra (NBC)
WLW—Sunshine Boys

12:30 A.M.
CBS—Leon Belasco's Orchestra; WABC WCAU
NBC—Blue—Ted Weems' Orchestra; WJZ
NBC—Red—Mark Fisher's Orchestra; WEAFF WRC
WLW—Larry Funk's Orchestra

1:00 A.M.
CBS—Joe Haymes' Orchestra; WABC
WCAU—Missing Persons reports
WLW—Moon River

1:15 A.M.
WLW—Jan Garber's Orchestra

1:30 A.M.
CBS—Ben Selvin's Orchestra; WABC

RADIO GUIDE

Presents

DAVE VAN HORN
AND HIS ORCHESTRA

Wednesday Evening 8 to 8:30 P.M.

WHAT
1310 Kilocycles

Programs for Thursday, December 29

6:30 A.M.
 WLW—Top o' the Morning

6:45 A.M.
 NBC—Red—Tower Health Exercises; WEAFF WFI WRC WGY
 WOR—Gym Classes

7:00 A.M.
 KDKA—KDKA Musical Clock
 WCAO—Early Risers Musical Clock
 WCBM—Morning Melodies
 WLW—Randall Sisters
 WOR—Gambling's Gamboliers
 WTEL—Top of the Morning

7:15 A.M.
 WLW—Old Bill
 WOR—Gym Classes

7:30 A.M.
 CBS—Organ Reveille; WABC
 NBC—Blue—Don Hall Trio; WJZ
 KDKA—Bradley Kincaid
 WCAO—Sunpaper Bulletins
 WLW—Yodelling Twins
 WOR—Gambling's Gamboliers
 WPEN—Musical Clock

7:40 A.M.
 WPEN—News and Views

7:45 A.M.
 NBC—Blue—Jolly Bill and Jane; WJZ KDKA
 WCAO—WCAO Kiddie Club
 WLW—Andy Mansfield's Memory Box
 WOR—Gym Classes

8:00 A.M.
 CBS—Salon Musicale; WABC WCAU
 NBC—Blue—The Wife Saver; WJZ
 NBC—Red—Gene and Glenn; WEAFF WFI WGY
 KDKA—Bronc Busters
 WCAO—Late Risers Musical Clock
 WCBM—Morning Glories
 WLW—Morning Devotions
 WOR—Daily Produce Reporter
 WPEN—Cruise of the S. S. All In Fun
 WTEL—The Console Rises

8:05 A.M.
 WOR—Pear Paragraphs

8:10 A.M.
 WOR—Al Woods, songs

8:15 A.M.
 NBC—Blue—Morning Devotions; WJZ
 NBC—Red—Organ Rhapsody; WEAFF WGY WFI
 KDKA—KDKA Kiddies' Klub
 WLW—The Wanderers
 WPEN—Jack Tar's School Days
 WRC—Morning Varieties

8:25 A.M.
 WOR—Sherman Keene's Orchestra

8:30 A.M.
 NBC—Blue—The Pepper Pot, dance band; WJZ
 WLW
 NBC—Red—Cheerio; WEAFF WFI WRC WGY
 KDKA—Pictures on the Piano; Don Lucas
 WCAO—Salon Musicale (CBS)
 WOR—Martha Manning; sales talk
 WPEN—Arithmetic Band
 WTEL—Thrifty Club

8:45 A.M.
 CBS—Bill and Ginger; WABC WCAU
 KDKA—Pepper Pot (NBC)
 WOR—Musical Novelties
 WIP-WFAN—Early Riser's Club
 WPEN—Chris Seiter, crooning troubadour
 WTEL—Flashes of Wit

9:00 A.M.
 CBS—Little Jack Little; WABC WCAO
 NBC—Red—Marguerite De Vine, pianist; WEAFF
 KDKA—Press News-Reeler
 WCAU—Words and Music
 WCBM—News Flashes
 WDAS—Morning Melodies
 WIP-WFAN—Modern Living
 WLIT—Honolulu Melody Duo
 WLW—Community Health Talk by Dr. Carl A. Wilzbach
 WOR—Miss Kath'rine 'n' Calliope; sales talk
 WPEN—Shopping with Joan

9:05 A.M.
 KDKA—Piano Classique

9:15 A.M.
 CBS—Gypsy Music Makers; WABC WCAO
 NBC—Red—Current Events; WEAFF
 KDKA—Style and Shopping Service
 WCAU—Goldie and Dustie and the Silver Dust Twins (CBS)
 WCBM—LeRoy McKnew; Pianist
 WLIT—Women's Home Hour
 WLW—Morrie Newman and Larry Greuter
 WPEN—The Health Man
 WRC—One Man Minstrel

9:30 A.M.
 CBS—Tony Wons; WABC WCAO WIP-WFAN
 NBC—Blue—Vic and Sade; WJZ KDKA
 NBC—Red—The Upstagers; male quartet; WEAFF
 WGY WRC
 WCAU—Asco News Reporter
 WCBM—Bible Talk; Rev. G. E. Lowman
 WDAS—Thomas R. Martindale, health talk
 WLIT—Homemakers' Forum
 WLW—Tony Cabooch
 WOR—WOR Ensemble
 WPEN—Second Cruise of S. S. All In Fun

9:45 A.M.
 CBS—Reis and Dunn; WABC WCAO WCAU
 NBC—Blue—Nothing but the Truth; WJZ

NBC—Red—Pie Plant Pete; WEAFF WFI
 KDKA—Press News Flashes
 WIP-WFAN—New Voices of Radio
 WLW—Beechnut Talk
 WOR—Tomorrow's Values, sales talk
 WPEN—Bo'sun Borelli, songs
 WRC—To be announced

9:50 A.M.
 KDKA—Market Reports

10:00 A.M.
 CBS—Melody Parade; WABC WCAO WCAU
 NBC—Blue—Musical Melange; WJZ KDKA
 NBC—Red—Mystery Chef; WEAFF WRC WFI
 WCBM—Waves of Melody
 WDAS—Betty Barnes discusses "Our Children"
 WIP-WFAN—Home Maker's Club
 WLW—Live Stock Reports
 WOR—McCann Pure Food Hour
 WPEN—Freddy, the Cabin Boy

10:10 A.M.
 WLW—Program Resume
 WPEN—Tom Rott, skit

10:15 A.M.
 CBS—Visiting With Ida Bailey Allen; WABC WCAO
 WCAU
 NBC—Blue—Clara, Lu 'n' Em; WJZ KDKA
 NBC—Red—Young Artists Trio; WEAFF WRC WGY
 WFI
 WDAS—Ads and Fads, talks with music
 WLW—"Come with Me," Gladys Thornton

10:20 A.M.
 WPEN—"Chips" Eckert, comedian

10:25 A.M.
 WPEN—Foot Health, Talk

10:30 A.M.
 CBS—The Four Clubmen; WABC WCAO WCAU
 NBC—Blue—Our Daily Food; WJZ KDKA
 NBC—Red—Swingin' Along; WEAFF
 WCBM—Evelyn Echles, soprano
 WDAS—On the WDAS Sightseeing Bus
 WFI—Market Reports
 WIP-WFAN—To be Announced
 WLW—Varsity Quartet
 WPEN—Grab Bag of the Air
 WRC—"Timely Garden Suggestions"

10:45 A.M.
 CBS—"Have you Heard", Radio News Column; WABC WCAO
 NBC—Blue—Emily Post; WJZ KDKA WLW
 NBC—Red—Breen and de Rose, musical duo; WEAFF
 WFI WRC
 WCAU—Barbara Gould Beauty Talk
 WCBM—Musical Gems

11:00 A.M.
 CBS—U. S. Navy Band; WABC WCAU
 NBC—Blue—Mrs. A. M. Goudiss, cooking talk; WJZ
 KDKA
 NBC—Red—May We Present; WEAFF WRC WLIT
 WCBM—Heart and Home Service
 WDAS—Lou Ancker Looks At The Movies
 WIP-WFAN—Classified Program
 WLW—Randall Sisters
 WOR—Nell Vinick, beauty talk

11:15 A.M.
 NBC—Blue—Singing Strings; WJZ
 NBC—Red—General Food Program; WEAFF WLIT
 WRC WGY
 KDKA—Alabama Cotton Pickers
 WDAS—The Memory Pianist
 WLW—Mike and Herman
 WOR—Elizabeth Ann Baker's Cookery
 WPEN—A Vision, talk

11:30 A.M.
 CBS—Emery Deutsch's Orchestra; WABC WCAU
 NBC—Blue—U. S. Marine Band; WJZ WLW KDKA
 NBC—Red—Radio Household Institute; WEAFF WGY
 WLIT WRC
 WCAO—To be announced
 WCBM—Merchants' Air Review
 WDAS—The Scrap-Book of the Air
 WIP-WFAN—Cheerful Cherubs
 WOR—Ann Stevens' Thrift Hour
 WPEN—Ruth Mose's Band

11:45 A.M.
 NBC—Red—Hugo Mariani and his Marionettes; WRC
 WEAFF
 WDAS—Console Capers
 WIP-WFAN—Melody Mac
 WOR—Riverdale sketch

11:50 A.M.
 WDAS—Console Capers with Herman Wiener

12:00 NOON
 CBS—Buddy Harrod's Orchestra; WABC
 NBC—Red—Johnny Marvin, tenor; WEAFF WLIT
 WGY WRC
 KDKA—Time; Market Reports
 WCAU—Ben Greenblatt, pianist
 WCBM—To be announced
 WIP-WFAN—Current Topics
 WLW—Three Cheers
 WOR—The Voice of Experience
 WPEN—Versatile Duo
 WTEL—Noon Tunes

12:10 P.M.
 WCAU—Health Forum; talk

12:15 P.M.
 NBC—Red—On Wings of Song; WEAFF WRC
 WCBM—Luncheon Music
 WDAS—Noontime Melodies

WLIT—Noontime religious service
 WLW—River and Market Reports
 WPEN—Musical Lovelorn
 WTEL—News Resume

12:20 P.M.
 KDKA—Dairy Talk by Ella Fried
 WLW—Live Stock Reports
 WOR—Up from Florida, sales talk

12:25 P.M.
 WCAU—Song of the Day
 WOR—Newark String Trio

12:30 P.M.
 CBS—Emergency Unemployment Relief Committee
 Speaker; WABC
 NBC—Blue—National Farm and Home Hour; WJZ
 WLW WRC
 KDKA—Press News-Reeler
 WCAU—Boake Carter, talk
 WDAS—Neighbour and His Neighbours
 WLIT—Hotel Concert Orchestra
 WOR—Carnegie Hall Organ Recital
 WPEN—Marty Rollins' Orchestra
 WTEL—Philadelphia Chamber of Commerce Radio
 Review; Talk, Miss E. M. Bogle

12:35 P.M.
 CBS—Concert Miniature; WABC WCAO
 KDKA—Jimmy Joy's Orchestra

12:45 P.M.
 WCAU—Paul Tremaine's Orchestra
 WIP-WFAN—Concert Miniatures (NBC)
 WTEL—Popular Recordings

1:00 P.M.
 CBS—George Hall's Orchestra; WABC WCAU
 NBC—Red—Market and Weather Reports; WEAFF
 KDKA—National Farm and Home Hour, (NBC)
 WCAO—Lou Becker's Orchestra
 WCBM—Ted Elmore's Collegians
 WFI—News of the Day
 WGY—Albany on Parade
 WIP-WFAN—Gimbel Choral Group
 WLIT—Lansdowne Coal Co. Program
 WOR—Tiffin Music; house orchestra
 WPEN—Woman's Page of the Air

1:15 P.M.
 NBC—Red—Popular Varieties; WEAFF WFI
 WDAS—Talk
 WIP-WFAN—Golden Gate Orchestra
 WPEN—Charlie Wallbaum, songs

1:20 P.M.
 WDAS—Chats with the Weatherman

1:30 P.M.
 CBS—Atlantic City Musicale; WABC WIP-WFAN
 NBC—Blue—Rex Battle's Concert Ensemble; WJZ
 KDKA
 NBC—Red—George Scherban's Orchestra; WEAFF
 WFI WRC
 WDAS—Madame Regine, beauty talk
 WCAU—Harold Knight's Orchestra
 WLW—Larry Funk's Orchestra
 WOR—N. J. State Program
 WPEN—Old Timers' Ensemble

1:45 P.M.
 WCAU—Radio Highlights
 WDAS—Phila. Chamber of Commerce, Women's Home
 Hour
 WFI—Market Reports
 WGY—Hotel New Yorker Concert Ensemble (NBC)
 WPEN—Lorena Potts, Ukulele Girl
 WRC—"Better Business Bureau"; talk

1:50 P.M.
 WCAU—Cecil and Sally

2:00 P.M.
 CBS—Fred Berrens' Orchestra; WABC WCAU
 NBC—Blue—Weather Reports; WJZ
 NBC—Red—Salon Singers; WEAFF WRC
 KDKA—KDKA Home Forum
 WCAU—Fred Berrens' Orchestra
 WDAS—Chatting With Ethel Maeder
 WGY—Southern Jubilee Singers
 WIP-WFAN—Home Maker's Public Demonstration
 WLIT—Benjamin Franklin Hotel concert orchestra
 WLW—School of the Air
 WOR—Newark String Trio
 WPEN—Billy Penn's Daily Diary

2:05 P.M.
 NBC—Blue—Words and Music; WJZ WRC

2:15 P.M.
 CBS—American Museum of Natural History; WABC
 WCAU
 NBC—Red—The Girl Who Lives Next Door; WEAFF
 WGY—WGy Household Chats
 WOR—Radio Garden Club
 WLIT—Philadelphia County Council
 WPEN—Tunes To Be Remembered

2:30 P.M.
 CBS—Ann Leaf at the Organ; WABC WCAU
 NBC—Blue—Syncopators; WJZ
 NBC—Red—Kathleen Stewart, pianist; WEAFF
 KDKA—Stroller's Matinee
 WDAS—Manzi Italian Hour
 WGY—Margaret Morgenstern, pianist
 WLIT—The Song Vendor
 WOR—Florence Johnson, contralto
 WPEN—Old Man Cello

2:45 P.M.
 NBC—Blue—Concert Petite; WJZ
 NBC—Red—Spectator Sportsmanship; WEAFF
 WGY—The Powder River Kid
 WLIT—Italian Ministerial Association

WOR—N. J. League of Women Voters
 WPEN—Studio Guest of Honor

3:00 P.M.
 CBS—Hazel Art, contralto; Jean Stewart, pianist,
 and Frank La Forge, accompanist; WABC
 WCAU
 NBC—Blue—Betty and Bob; WJZ KDKA
 NBC—Red—Three Mustachios; WEAFF
 WFI—Review of "Huckleberry Finn"
 WIP-WFAN—The Foremen
 WLW—Bisquick Program (NBC)
 WPEN—Itinerant Interlude

3:05 P.M.
 WOR—Birdie Scales, spirituals

3:15 P.M.
 NBC—Blue—U. S. Navy Band; WJZ WLW
 NBC—Red—Adventures in Hobby Riding; WEAFF
 KDKA—Salt and Peanuts
 WCAO—Columbia Salon Orchestra (CBS)
 WIP-WFAN—Matinee Melodies with Mannie Morris
 WOR—Country Club Trio, male trio
 WPEN—Embarrassing Moments Contest

3:30 P.M.
 CBS—Frank Westphal's Orchestra; WCAO WABC
 WIP-WFAN WCAU
 NBC—Red—Woman's Radio Review; WEAFF WFI
 WGY
 KDKA—Radio Sky Pilots
 WDAS—Theresa Murri in Curtain Calls
 WOR—Holiday Legends; Helen C. S. Hashin
 WPEN—Dance Revue

3:45 P.M.
 KDKA—State Federation of Pennsylvania Women
 WDAS—Afternoon Melodies, string ensemble
 WOR—Guy Hunter, blind entertainer
 WPEN—Somebody's Birthday

4:00 P.M.
 CBS—U. S. Army Band; WABC WCAU
 NBC—Blue—Kaltenmyer's Kindergarten; WJZ
 NBC—Red—Mitchell Schuster's Tango Dahl Orchestra;
 WEAFF WRC
 KDKA—Work-a-day Thoughts
 WFI—Lois La Marr, soprano
 WIP-WFAN—Basil Ziegler; Musical Cartoons
 WOR—Ariel Ensemble, house orchestra
 WPEN—Special Feature

4:05 P.M.
 KDKA—Business News

4:15 P.M.
 KDKA—To be announced
 WDAS—The Voice of Cheer; talk
 WFI—Mitchell Schuster's Vienna Tango Dahl Orchestra (NBC)
 WIP-WFAN—Thursday Afternoon Revue; Herb Moore
 and Orchestra
 WPEN—Mad Music

4:30 P.M.
 NBC—Blue—Thursday Special; WJZ WLW
 NBC—Red—Tea Dansante; WEAFF
 KDKA—Weather and Market Reports
 WDAS—Viola and Joan; piano duo
 WLIT—Whimsicalities
 WOR—Leonard, baritone; John Stein's Orchestra
 WPEN—Sundown Melodies
 WRC—"Famous Paintings in Many Lands"

4:45 P.M.
 CBS—American Legion, speaker; WABC WCAO WIP-
 WFAN WCAU
 NBC—Red—The Lady Next Door; WEAFF
 KDKA—Piano Interlude
 WDAS—Fred Griffin, trumpeter
 WLIT—Homemakers Forum
 WLW—Low Down
 WOR—To be Announced

4:50 P.M.
 KDKA—David Lawrence Dispatch

4:55 P.M.
 WOR—Program Resume

5:00 P.M.
 CBS—Ben Alley, tenor; WABC WCAO WCAU
 NBC—Blue—Lee Sims and Ilo; WJZ
 NBC—Red—Schirmer and Schmitt; WEAFF
 KDKA—To be announced
 WCBM—Rhythm Rounders
 WDAS—Tea Time Tunes
 WIP-WFAN—Hawaiian Vagabonds
 WLIT—Children's twilight hour
 WLW—Southern Singers
 WOR—Sunlit Norway Calls
 WPEN—Mother Goose
 WRC—RKO Radio Columnist
 WTEL—Recordings

RADIO GUIDE

Presents
Lane and West
 "MUSIC IN THE AIR"
 WITH
Morton Allen
 THURSDAY—8:45 P.M.
WTEL 1310 Kilocycles

Thursday Programs [Continued]

<p>5:15 P.M.</p> <p>CBS—George Hall's Orchestra; WABC WCAU NBC—Blue—Ambassadors; WJZ KDKA NBC—Red—Paul Whiteman's Rhythm Boys; WEA WRC WGY WCAO—Sunpaper Bulletins WCBM—Weather and Market Reports WDAS—Harold Davis WIP-WFAN—Health's Highway WLIT—Victor Herbert Concert Ensemble WLW—Doctors of Melody WOR—Gus Van and Joe Furst's Orchestra WPEN—Lou Jacobson, organist WTEL—Richard R. Wood, talk</p>	<p>KDKA—KDKA Orchestra WCAU—Chandu, the Magician; drama WDAS—Joe Dugan, sports columnist WIP-WFAN—Valley Forge Sport Shots WLW—Bob Newhall; Sportsman WOR—Jack Berger's Concert Orchestra WTEL—Dance Orchestra</p> <p>6:35 P.M.</p> <p>NBC—Red—Donald Novis, tenor; WEA WFI</p> <p>6:40 P.M.</p> <p>WCBM—Southern Hotel Dinner Music WGY—McManus and Riley Sport Reporter WIP-WFAN—News Reporter</p>	<p>8:00 P.M.</p> <p>CBS—Mary Eastman, soprano; WABC WCAU WCAU NBC—Blue—Regimentalists; WJZ KDKA NBC—Red—Fleischmann Hour; Rudy Vallee's Con- necticut Yankees; WEA WFI WGY WCBM—Who's Who; Gustav Bisgyer WDAS—Aryan Art Players WIP-WFAN—Morris and Herman WLW—Notes in Business WOR—Chandu the Magician WPEN—Brothers Quartet WTEL—Gus Reiber's Orchestra</p>	<p>10:15 P.M.</p> <p>NBC—Blue—Wilfred Glenn, basso; WJZ KDKA—McCormick's Orchestra WDAS—Column of the Air; news items WOR—Pauline Alpert, the Whirlwind Pianist WTEL—WTEL Stock Company Dramatic Sketch</p> <p>10:30 P.M.</p> <p>CBS—Edwin C. Hill; WABC WIP-WFAN NBC—Blue—Al and Pete, songs and patter; WJZ KDKA WCAO—Charles Carlile; Tenor (CBS) WCAU—To be Announced WCBM—Ted Elmore's Nutty Orchestra WPEN—Artie Bittong and Cheer Ups</p>
<p>5:30 P.M.</p> <p>CBS—Skippy WABC WCAU WCAU NBC—Blue—The Singing Lady; KDKA WLW NBC—Red—Genia Fonarova, mezzo soprano; WEA WRC WCBM—Varieties WDAS—Musical Silhouettes WGY—Father John's Program WIP-WFAN—Classified Program WOR—Kathryn Parsons, The Girl of Yesterday WPEN—String Rhythm WTEL—Dream Time Lady, children's program</p>	<p>6:45 P.M.</p> <p>CBS—Joe Haymes' Orchestra; WCAU CBS—Just Plain Bill; WABC NBC—Blue—Lowell Thomas, Today's News; KDKA WJZ WLW NBC—Red—G. E. Circle; WEA WFI WCAO—Ozzie Nelson's Orchestra (CBS) WCBM—Sports Scrap Book; Lee Davis WDAS—The Gossipers WGY—Chandu, the magician WIP-WFAN—Pearl Theater WRC—Jewel Quarter Hour and Ruby Kay</p>	<p>8:15 P.M.</p> <p>CBS—Jack Benny, Comedian, with Ted Weems' Orch. WABC WCAU WCAU NBC—Blue—The Song Sleuth; WJZ KDKA WCBM—Harvey Alexander's Orchestra WIP-WFAN—The Gossipers WOR—Keller Sisters and Lynch WPEN—The Street Angel</p> <p>8:30 P.M.</p> <p>NBC—Blue—Rin Tin Tin Thriller; WJZ KDKA WLW WDAS—Ideal Italian Hour WIP-WFAN—Shuman Musical WOR—The Supper Club Orchestra WPEN—Italian Hour WTEL—Selma Hamer, concert pianist</p>	<p>10:45 P.M.</p> <p>CBS—Charles Carlile; WABC WCAU NBC—Blue—Homy Bailey; WJZ KDKA—Bradley Kincaid WCAO—Billy Antrim's Orchestra WIP-WFAN—Five Melody Monarchs WOR—"The Nomad" WTEL—Carlotta Coverdale, songs</p> <p>11:00 P.M.</p> <p>CBS—Columbia Symphony; WABC WCAU WIP-WFAN NBC—Blue—Radio Rubes; WJZ NBC—Red—Don Bestor's Orchestra; WEA WFI WRC KDKA—Time; Sport Review; Weather Report; Artist Bulletin WCAU—Boake Carter WLW—Artists' Bureau Program WOR—Moonbeams WTEL—University Syncopators</p>
<p>5:45 P.M.</p> <p>CBS—Vaughn de Leath; WCAU WIP-WFAN CBS—Don Lang; True Animal Stories; WABC NBC—Blue—Little Orphan Annie; KDKA WJZ NBC—Red—Secretary Hawkins; WEA WLIT WRC WGY WCAO—Carol Dore, violinist; Edward Jendick, tenor WCBM—To be announced WLW—Threesome and Organ WOR—Society Notes by Shirley</p>	<p>7:00 P.M.</p> <p>CBS—Myrt and Marge; WABC WCAU WCAU NBC—Blue—Amos 'n' Andy; WJZ KDKA WRC WLW NBC—Red—Jane Froman's Band; WEA WDAS—Max Essner's Orchestra WFI—To be Announced WGY—Stock Reports WIP-WFAN—Uncle Wip's Roll Call and Birthday List WOR—Ford Frick, Sports Resume WPEN—Lou Eollo's Orchestra</p>	<p>8:45 P.M.</p> <p>CBS—Modern Male Chorus; WABC WCAU NBC—Blue—Howard Thurston, the magician; WJZ KDKA WLW WCBM—The Beetle Boys; Banjoists WTEL—Lane and West; Music in the Air</p>	<p>11:15 P.M.</p> <p>NBC—Blue—Cesare Sodero and NBC Concert Orches- tra; WJZ KDKA—News Flashes WCAU—Harold Knight's Orchestra</p> <p>11:30 P.M.</p> <p>CBS—Isham Jones' Orchestra; WABC WCAU WCAU NBC—Red—Ben Bernie's College Inn Orchestra; WFI WEAF KDKA—Jimmy Joy's Orchestra WIP-WFAN—Nixon-Henry Hendrickson's Orchestra WLW—Cesare Sodero's Orchestra WOR—Ben Selvin's Orchestra WTEL—Stanley Templeton, organist</p>
<p>6:00 P.M.</p> <p>CBS—Current Events; H. V. Kaltenborn; WABC WIP-WFAN NBC—Blue—Joe Furst's Orchestra; WJZ NBC—Red—Waldorf-Astoria Orchestra; WEA WRC WFI KDKA—Teaberry Sport Review WCAO—H. V. Kaltenborn; Commentator WCAU—The Old Fashioned Songster WCBM—Mary Ann Kiddie Klub WDAS—Ads and Fads WGY—Joe and Eddie WLW—"Oklahoma Bob" Albright WOR—Uncle Don WPEN—Twilight Reveries WTEL—"Contrast" with Norman Buck Trio</p>	<p>7:15 P.M.</p> <p>CBS—Buck Rogers in The Year 2432; WABC NBC—Blue—The Royal Vagabonds; KDKA WJZ NBC—Red—Wheatenaville; WEA WFI WRC WGY WCAO—Trout and Farber; Comedy and Songs WCAU—Al Katz' Orchestra WLW—Gene and Glenn WOR—To be announced WPEN—Joe Kilcullen, Talk WTEL—Irene Thomson, songs</p>	<p>9:00 P.M.</p> <p>CBS—Music That Satisfies; WABC WCAU WCAU NBC—Blue—Death Valley Days; WJZ WLW KDKA NBC—Red—Captain Henry's Show Boat; WEA WFI WRC WGY WCBM—St. Alphonse's Lithuanian Choir WDAS—Standard Theater Revue WIP-WFAN—To be Announced WOR—Frank and Flo; vocal duo and patter WPEN—Polish Program WTEL—Tony Frayne, Diction-Air</p>	<p>11:45 P.M.</p> <p>KDKA—Bronc Busters</p> <p>12:00 MIDNIGHT</p> <p>CBS—Eddie Duchin's Orchestra; WABC WCAU NBC—Blue—Terrace Gardens Orchestra; WJZ WLW NBC—Red—Cab Calloway's Orchestra; WEA WFI KDKA—Salt and Peanuts WIP-WFAN—Missing Person's Report WOR—Steuben Cadets Orchestra</p>
<p>6:05 P.M.</p> <p>KDKA—Press News-Reeler</p> <p>6:15 P.M.</p> <p>CBS—On the Air Tonight; WABC NBC—Blue—Johnny Hart in Hollywood; WJZ KDKA WCAU—Song Spot WCBM—J. Albert Loose; Gospel Songs WFI—Late News WGY—Studio Ensemble WIP-WFAN—My-T-Fine Program WLW—Old Man Sunshine WPEN—Sports Talk</p>	<p>7:25 P.M.</p> <p>WPEN—Turf Selections</p> <p>7:30 P.M.</p> <p>CBS—Ben Selvin's Orchestra; WIP-WFAN CBS—Harold Stern's Orchestra; WCAO CBS—The Wandering Boy; WABC NBC—Blue—Louise Bernhardt, contralto; WJZ NBC—Red—The Barbasol Program; WEA WFI WRC WGY KDKA—Westinghouse Parade WCAU—Fox Weis Fur Trappers WCBM—Ted Elmore's Collegians WDAS—Current Comment by Rabbi Julian B. Feibel- man WLW—"Chandu," the Magician WOR—Our Beloved Vagabond; Rex Sheridan and Orchestra WPEN—Beauty Talk WTEL—The Pearlites String Ensemble</p>	<p>9:15 P.M.</p> <p>CBS—The Mills Brothers; WABC WCAU WCAU WOR—Al and Lee Reiser Piano Duo WTEL—Elsie Devlin, zitherist</p> <p>9:30 P.M.</p> <p>CBS—Omar Khayyam; WABC WCAU WCAU NBC—Blue—Dancing Strings; WJZ KDKA WCBM—Johnny Tucker's High Hatters WDAS—Flights on the Magic Carpet WLW—Curtain Calls; Light Opera Serials WOR—Eddy Brown, violinist and Miniature Sym- phony Orchestra WPEN—Jack Ferry's Orchestra WTEL—Two Jacks and a Queen, harmony</p>	<p>12:15 A.M.</p> <p>KDKA—Terrace Gardens Orchestra (NBC) WLW—Fats Waller</p> <p>12:30 A.M.</p> <p>CBS—Riviera Orchestra; WABC WCAU NBC—Blue—Vincent Lopez' Orchestra; WJZ NBC—Red—Hollywood on the Air; WEA WRC WRC WFI</p>
<p>6:20 P.M.</p> <p>CBS—Harold Stern's Orchestra; WABC WCAU—Eislinger Sporting Page</p> <p>6:25 P.M.</p> <p>WPEN—Harry Seick's Orchestra</p> <p>6:30 P.M.</p> <p>CBS—Harold Stern's Orchestra; WABC NBC—Blue—Old Songs of the Church; WJZ NBC—Red—John B. Kennerly; WEA WFI</p>	<p>7:45 P.M.</p> <p>CBS—Georgie Price and Benny Kreuger's Orchestra; WABC WCAU WCAU NBC—Red—The Goldbergs; WEA WFI WGY WRC WDAS—The Three Naturals; harmony trio WIP-WFAN—Gimbel Choral Group WLW—Crosley Temperator Program WOR—Victorine's Tangy Rhythm Makers WPEN—Diction-Air WTEL—Humorous Monologue, Col. Schmaltz</p>	<p>9:45 P.M.</p> <p>WDAS—The Prosperity Program WTEL—Honolulu Hawaiians</p> <p>10:00 P.M.</p> <p>CBS—Five Star Theater; WABC WCAU NBC—Blue—To be announced; WJZ KDKA NBC—Red—Lucky Strike Hour; WEA WFI WRC WGY WLW WCBM—To be announced WDAS—Piano Meditations WIP-WFAN—Bombay Gardens Orchestra WOR—Jack Arthur, baritone WPEN—Jack Ferry's Orchestra WTEL—Aetna Life, "Confessions of a Racketeer"</p>	<p>1:00 A.M.</p> <p>CBS—Roseland Ballroom Orchestra; WABC WCAU—Missing Persons Reporter WLW—Moon River</p> <p>1:15 A.M.</p> <p>WLW—Jan Garber's Orchestra</p> <p>1:30 A.M.</p> <p>CBS—Joe Haymes' Orchestra; WABC</p>

Programs for Friday, December 30

<p>6:30 A.M.</p> <p>WLW—Top o' the Morning</p>	<p>WLW—Andy Mansfield's Memory Box WOR—Gym Classes</p>	<p>8:30 A.M.</p> <p>CBS—Rhythm Kings; WABC WCAU NBC—Blue—The Pepper Pot, dance band; WJZ WLW NBC—Red—Cheerio; WEA WFI WRC WGY KDKA—Morning Cheer WOR—Martha Manning, sales talk WPEN—Arithmetic Band WTEL—Thrifty Club</p>	<p>NBC—Red—Current Events; WEA WRC KDKA—Style and Shopping Service WBAL—Lady Bugs (NBC) WCAU—Goldie and Dustie and the Silver Dust Twins (CBS) WCBM—Le Roy McKnew; Pianist WDAS—The Song Peddler WLIT—Sally Stokely program WLW—Morrie Newman and Larry Greuter WPEN—The Health Man</p>
<p>6:45 A.M.</p> <p>NBC—Red—Tower Health Exercises; WEA WFI WRC WGY WLW—Caterpillar Tractor Program WOR—Gym Classes</p>	<p>8:00 A.M.</p> <p>CBS—Salon Musicale; WABC WCAU NBC—Blue—The Wheatworth Program; WJZ NBC—Red—Gene and Glenn; WEA WFI WRC WGY KDKA—Chief Red Bird and Bronc Busters WCAO—Late Risers Musical Clock WCBM—Morning Glories WLW—Morning Devotions WOR—John, Joe and Frosini, songs WPEN—Cruise of the S. S. All In Fun WTEL—The Console Rises</p>	<p>8:45 A.M.</p> <p>KDKA—Pepper Pot (NBC) WIP-WFAN—Early Riser's Club WOR—Musical Novelettes WPEN—Chris Seiter, crooning troubadour WTEL—Flashes of Wit</p>	<p>9:30 A.M.</p> <p>CBS—Tony Wons; WABC WIP-WFAN NBC—Blue—Vic and Sade; WJZ NBC—Red—Flying Fingers; WEA WRC WGY KDKA—The Monarch Hostess WCAU—Asco News Reporter WCBM—Popular Bits WLIT—Homemakers' Forum WLW—Tony Cabooch WOR—Mrs. J. S. Reilly's Common Sense Talk WPEN—Second Cruise of S. S. All In Fun</p>
<p>7:00 A.M.</p> <p>KDKA—KDKA Musical Clock WCAO—Early Risers Musical Clock WCBM—Morning Melodies WLW—College Three WOR—Gambling's Gamboliers WTEL—Top of the Morning</p>	<p>8:05 A.M.</p> <p>WOR—Daily Produce Reporter</p> <p>8:10 A.M.</p> <p>WOR—Al Woods, Songs</p> <p>8:15 A.M.</p> <p>NBC—Blue—Morning Devotions; WJZ NBC—Red—Organ Rhapsody; WEA WFI WGY KDKA—KDKA Kiddies' Klub WLW—Reinie Gau WPEN—Jack Tar's School Days WRC—Morning Varieties</p>	<p>9:00 A.M.</p> <p>CBS—Little Jack Little; WABC WCAU NBC—Red—Morning Glee Club; WEA WRC WLIT KDKA—Press News-Reeler WCAU—Words and Music WCBM—News Flashes WDAS—Morning Melodies WIP-WFAN—Modern Living WLW—Pacific Borax Talk WOR—Miss Kath'rine 'n' Calliope, sales talk WPEN—Sea-Goin' Bill at the Piano</p>	<p>9:45 A.M.</p> <p>CBS—The Merrymakers; WCAU WABC WIP-WFAN NBC—Blue—Nothing But the Truth; WJZ NBC—Red—Banjoists; WEA WRC WFI KDKA—Press News-Reeler WDAS—Tinkling Tunes WLW—Beechnut Talk WOR—Tomorrow's Values, sales talk WPEN—Bo'son Borelli, songs</p>
<p>7:15 A.M.</p> <p>WLW—Old Bill WOR—Gym Classes</p>	<p>8:25 A.M.</p> <p>WOR—Sherman Keene's Orchestra</p>	<p>9:05 A.M.</p> <p>KDKA—Piano Classique WLW—Style Trends</p> <p>9:15 A.M.</p> <p>CBS—Morning Moods; WABC WCAU</p>	<p>1:00 A.M.</p> <p>CBS—Joe Haymes' Orchestra; WABC</p>
<p>7:30 A.M.</p> <p>CBS—Organ Reveille; WABC NBC—Blue—Don Hall Trio; WJZ KDKA—Bradley Kincaid WCAO—Sunpaper Bulletins WLW—Yodelling Twins WOR—Gambling's Gamboliers WPEN—Musical Clock</p> <p>7:40 A.M.</p> <p>WPEN—News and Views</p> <p>7:45 A.M.</p> <p>CBS—Bud Collyer, The Kruschen Serenader; WABC NBC—Blue—Jolly Bill and Jane; WJZ KDKA WCAO—WCAO Kiddie Club</p>	<p>8:25 A.M.</p> <p>WOR—Sherman Keene's Orchestra</p>	<p>9:05 A.M.</p> <p>KDKA—Piano Classique WLW—Style Trends</p> <p>9:15 A.M.</p> <p>CBS—Morning Moods; WABC WCAU</p>	<p>1:00 A.M.</p> <p>CBS—Joe Haymes' Orchestra; WABC</p>



Mary Eastman, the young coloratura soprano, has joined the staff of Columbia artists after several months of performances with Singin' Sam on the latter's network programs. She is an Atwater-Kent audition winner in New York, and has appeared with Schumann-Heink and Richard Crooks in joint recitals.

Reviewing Radio—by Mike Porter

(Continued from Page Three)

in . . . Two sponsors at WABC have insured the principals in their dramas, because to lose them would entail heavy losses . . . In the March of Time event, there are vocal doubles of world figures, which would require months to replace . . . And there are Elsie Hitz and Nick Dawson, in The Magic Voice episodes, who, if they became ill or absented themselves from a broadcast, would destroy the entire illusion which depends on their voices . . . They're insured for big dough . . . Fellow artists asked Ted Weems with whom he would prefer to exchange identities, if that were possible . . . He said, "Morton Downey" . . . The friends were amazed at Weems wanting to be a singer . . . "I don't," he chirped, "I want to be a father" . . . Wisdom from the Funnyboners . . . They claim that English jokes are better than American jokes . . . It may take the English an hour to get a joke, they point out, but that's better than what happens to American listeners . . . In America you know the answer before the joke is told.

More Truth Than Poetry—

MILDRED BAILEY is on the pan at NBC . . . They're trying to farm her out by sending her West . . . She wants to stay in New York . . . So they cut her grants, although she's being paid until March . . . If she doesn't reconcile with Paul Whiteman by that time, she'll be taken over by WABC . . . Ever figure out what good a radio program does? Say, for instance, a

band of fifteen men is employed . . . Work is immediately created for musicians . . . A continuity writer is engaged, who in turn uses a typewriter . . . That in turn calls for the purchase of paper and carbons . . . Each musician takes home his pay which goes to butchers, bakers, etc. . . . They in turn pay landlords, other tradesmen . . . Money circulates in and out of banks . . . Songs played on the air create buyers for sheet music, which brings money to Tin Pan Alley . . . Well, it just goes on and on . . . And there are jobs for announcers, engineers, control men, press agents . . . What's the use of continuing . . . The money gets back to the sponsor, anyhow.

So What?

WOR officials are toying with the notion that maybe the present day announcer is obsolete . . . They figure that radio showmanship has progressed to a point where it might emulate the stage by having the curtain rise on the action of a presentation, without a preliminary spiel, which is as out of date as a prologue . . . Not that WOR would throw announcers out of the picture . . . While the executives believe that performers should announce themselves, the announcers would fill in on a higher plane as masters of ceremonies and thus add zipp to a show . . . Why announcements at all? Advertising can be put into the action of a program and like the theater audience which has a printed program to guide it, have not the radio listeners, their magazines and newspapers? . . . Of course, some form of announcing would be necessary for the benefit of sick and blind listeners, but it would take the form of interpolations by the masters of ceremonies.

Along the Aerialto

By Martin Lewis

IT'S BEEN suggested that Thurston the magician take part in the "Vanishing" cream program as a demonstrator . . . Jack Fulton sings Carlos at a huge Xmas party the King of Jazz throws for his bandmen, their wives and kiddies, this Christmas Day at his new Fifth Avenue home . . . Jolson's father is ailing . . . If the Boswells don't spear a commercial by the first of the year it'll be the first time in a year and a half that they're not commercialized. They've never missed a week on the air in all that time. Sponsors, please take note . . . Frank Black, NBC's music program arranger, is arranging for big names like Bodanzsky and Fritz Reiner to conduct those Wednesday night Symphony concerts . . . Don Hall Trio greet the milkman each yawning when they rise at 5 a. m., and go to the studios for rehearsal from 6 until 7:30 before their fifteen minute early morning program.

Fan mail shows response from night watchmen returning home after work and wanting a little recreation, naturally . . . We've had many cartoon strips taking the air, for instance Little Orphan Annie, Skippy, Seckatary Hawkins, Betty Boop and Joe Palooka. What . . . no Mickey Mouse? Sure, Mickey Mouse. Provision for that million dollar rodent's air rights have already been made . . . Mrs. Morton Downey crabbled the Capitol Theater's act of balloting customers' votes for the new offspring's name. Mrs. Morton came out of the ether, was informed about the ballot box in the Capitol foyer, and promptly ordered them to take it away.

Lowell Thomas was forced to move out of the Empire State Building when a news item informed readers that the news ace's offices were located there. Even Al Smith said that Lowell attracted more people to the building than the observation tower itself . . . Ben Alley Ann Leaf and a twenty piece string orchestra may add another commercial . . . Lady Astor refused to use a script on her recent broadcast and did a swell ad lib job. She admitted no mike fright but felt the absence of an audience. Speaking of famous women on the air reminds me that Mrs. Franklin D. Roosevelt is only one of a very privileged few allowed to walk in and out of a studio while a broadcast is going on. Wife of the president-elect leaves immediately after her talk by special permission of the studio owners.

THOSE Mills Brothers have been doing one long vaudeville tour after another ever since their overnight rise to fame with a year and a half, bringing in plenty of shekels to those boys. They're making hay-hay while the sun shines, and then salting it away for the proverbial rainy weather which is apt to descend so suddenly on radio artists especially . . . Vivian Block, eight-year-old actress, isn't in those Wheatenville sketches any more because her original sponsor wasn't consulted in the first place and in the second place he put his foot down . . . William S. Rainey, NBC dramatic supervisor, predicts era of ether fairy tales like the Alice in Wonderland myth . . . Vaughn de Leath is the proud recipient of a victory medal sent her by a shut-in veteran fan of hers . . . Tommy McLaughlin, who looks like him, is one of Morton Downey's proteges . . . Al Chance, CBS Minneapolis announcer, was born tongue-tied . . . Is Ben Bernied up at Winchell? His recent broadcast goes down as an all time record, since the name of Winchell wasn't mentioned once!

How long will it last? I mean the Comedy Era on the air. I imagine its duration will be the length of time from now until the present comics' air contracts expire. And no longer. But actually the gags in Joe Miller's repertoire are pretty well exhausted with many examples of different comics using same gag. Situation seems pretty bad when Ed Wynn has to resort to that old one about "I know a man who rides a horse at midnight." "Who?" "Paul Revere." The Marx Brothers, who invariably gave me a laugh in pictures and on the stage won only a flurry of a chuckle on their first program and since then it's been thumbs down. Since its network change,

Jack Benny's program almost shrieks "I'll never be the same." Benny lost a lot of atmosphere and confidence when he lost Fran Frey and Hotcha. Every time Fran or Hotcha stole Jack's woman, Mary, it was good for a laugh. At least that's the consensus of opinion sent in by Radio Guide readers.

SO I'm afraid we'll all be singing "The End Has Come" as far as the comic situation on the air is concerned. With a possible exception of Jack Pearl. A funny thing happened to Jack last Thursday night. Sounds like a gag, but I was right there when it happened. The Times Square studio door-man attempted to shunt Mr. Pearl out of the elevator when he tried to go up during the Vallee broadcast. "But I'm Jack Pearl" the comedian insisted. The doorman smiled. "You don't believe me, do you?" asked Jack. "Of course not" said the guard. "You think I'm a liar, don't you?" shot Jack. "Sure I do" said the man. "Well, you're right" laughed Jack. "I'm the world's biggest liar . . . The Baron Munchausen, Jack Pearl." And the guy gave in.

CBS stooges were amazed when they saw Floyd Gibbons, of NBC, wander into their camp the other afternoon. Rumors immediately ran around, but lowdown is Gibbons was there with Joseph V. Connelly of the International News Service, who broadcast on Bill Schudt's "Going to Press" anniversary . . . Ferde Grofe moves his offices to Radio City next week with Ernie Klapholz, formerly Arthur Lange's man, as right-hand arranger . . . Eddie and Ralph, Sisters of Skillet, will portray Santa in two parts for a Chicago orphanage Xmas Eve party . . . Radio's latest menace is ticket speculators who stand outside Times Square studios in New York and peddle free seats for as much as the traffic will bear. Hardest hit is the Magic Carpet program with Jack Pearl, which sends out its free tickets twelve weeks in advance . . . Tony Wons is on the make for a vaudeville engagement with Sandra Phillips and Peggy Keenan, the carrot topped piano duo playing semi-classical obligatos to his deep-voiced phitosophizing . . . If you're around NBC and hear "O'Clancy" called, you know Howard Clancy is being paged. Ben Grauer looks around when he hears "Bunny." "Tubby" called out gets response from Ford Bond while Kelvin Keech answers when his intimates yell for "Kootchy." Ed Thorgeron's familiar tag is "Thundering" . . . and while we're on the name subject, we might as well note that Jack Arthur, who is also known as Johnny Hart, is really Arthur Campbell.

Wishing you much joy for the coming year . . .

Friday Programs [Continued]

9:50 A.M.
KDKA—Market Reports

10:00 A.M.
CBS—The Oxol Feature; WABC WCAU
NBC—Red—Midsummer Night's Dream; WEAFF WJZ
WRC WLIT WGY KDKA WLW
WCAO—Novelty Male Trio
WCBM—Mrs. Ora V. McDonald; Organist
WDAS—Betty Barnes discusses "Our Children"
WFI—Market Reports
WIP-WFAN—Home Maker's Club
WOR—Thru the Looking Glass with Frances Ingram
WPEN—Freddy, the Cabin Boy

10:10 A.M.
WLW—Program Resume
WPEN—Tom Rott, skit

10:15 A.M.
CBS—Bond Bread Program; WABC WCAO WCAU
NBC—Blue—Clara, Lu 'n' Em; WJZ KDKA
NBC—Red—Breen and de Rose; WEAFF WFI WRC
WDAS—Ads and Fads, talks with music
WLW—Southern Singers
WOR—Make Believe; Kathleen and Joe

10:20 A.M.
WPEN—Chips Eckert, comedian

10:25 A.M.
WPEN—Foot Health; talk

10:30 A.M.
NBC—Blue—Our Daily Food; WJZ KDKA
NBC—Red—The Strolling Fiddler; WEAFF WFI WRC
WCBM—Merchants' Air Review
WDAS—On the WDAS Sightseeing Bus
WLW—Elliot Brock, violinist
WOR—Literary Bouquets; Monica Selwin-Tait; Book Reviews
WPEN—Grab Bag of the Air

10:45 A.M.
CBS—Melody Parade; WABC WCAO WCAU
NBC—Blue—Happy Jack Turner; songs; WJZ
NBC—Red—Betty Crocker; cooking talk; WEAFF WFI
WRC WFBR
KDKA—Nesbitt and Di Lernia
WIP-WFAN—Rumford Program
WLW—Rumford School of Cookery
WOR—WOR Ensemble

11:00 A.M.
CBS—The Captivators; WABC WCAU
WCBM—Heart and Home Service
WDAS—A Thought For The Day; poetry readings
WIP-WFAN—Classified Program
WOR—What to Eat and Why; C. Houston Goudiss

11:15 A.M.
WCAO—Juvenile Education by Radio Concerts
WCAU—Wesleyan University Glee Club (CBS)
WDAS—The Memory Pianist
WPEN—Chamber of Commerce, Women's Home Hour

11:30 A.M.
CBS—Round the World Cooking School; WABC WCAO
WCAU—To be Announced
WCBM—Musical Gems
WDAS—The Scrap-Book of the Air
WIP-WFAN—Morning Melodies
WOR—Ann Stevens' Thrift Hour
WPEN—Crazy Crystals

11:45 A.M.
CBS—Ben Alley, tenor; WABC WCAO WCAU WIP-WFAN
WCBM—Solly Wood from Hollywood
WDAS—Organ Recital
WOR—Riverdale; sketch
WPEN—Bill Donohue, pianist

11:50 A.M.
WDAS—Organ Recital from Elks Hotel

12:00 NOON
CBS—Buddy Harrod's Orchestra; WABC WCAO WIP-WFAN
NBC—Blue—Smack Out; WJZ
NBC—Red—Johnny Marvin, tenor; WEAFF
KDKA—Business News and Market Reports
WCAU—Bud Shays, songs
WCBM—To be announced
WLIT—Everywoman's Hour
WLW—Tuxedo Fiddlers
WOR—The Voice of Experience
WPEN—Organ Doctor
WRC—"Let's Go to Market"; U. S. Dept. of Agriculture
WTEL—Taylor's Program

12:10 P.M.
WCAU Health Forum, talk

12:15 P.M.
NBC—Blue—The Lady Bugs; WJZ
NBC—Red—Eldora Stanford, soprano; WEAFF
WCBM—Luncheon Music
WDAS—The Noontimers, string ensemble
WLW—River and Market Reports
WOR—Jane Wanamaker's Beauty Talk
WPEN—Musical Lovelorn
WTEL—News Resume

12:20 P.M.
KDKA—Farm Question Box
WLW—Live Stock Reports
WOR—The Romance of Life Insurance

12:25 P.M.
WCAU—Melody of the Day
WOR—The Willard Messenger

12:30 P.M.
CBS—Concert Miniatures; WABC WCAO
NBC—Blue—National Farm and Home Hour; WJZ
WLW WRC
NBC—Red—Bela Loblov's Concert Orchestra; WEAFF
KDKA—Press News-Reeler
WCAU—Boake Carter, talk
WCBM—Howard String Trio
WDAS—Neighbour and his Neighbours
WIP-WFAN—Current Topics
WLIT—Noontday religious service
WOR—The Carnegie Hall Organ Recital
WPEN—The Song Comes to Life
WTEL—Philadelphia Chamber of Commerce Women's Radio Review; talk

12:35 P.M.
KDKA—Jimmy Joy's Orchestra

12:45 P.M.
CBS—Columbia Educational Features; WABC WCAO WIP-WFAN
WCAU—Paul Tremaine's Orchestra
WLIT—Benjamin Franklin Hotel concert orchestra
WTEL—Radio Ramblings

1:00 P.M.
CBS—George Hall's Orchestra; WABC WCAU
NBC—Red—Market and Weather Reports; WEAFF
KDKA—National Farm and Home Hour, (NBC)
WCAO—Lou Becker's Orchestra
WCBM—Ted Elmore's Collegians
WFI—News of the Day
WGY—Albany on Parade
WIP-WFAN—Gimbel Choral Group
WOR—Frank Dailey's Dance Orchestra
WPEN—Woman's Page of the Air

1:15 P.M.
NBC—Red—George Scherban's Orchestra; WEAFF WFI
WDAS—Talk
WIP-WFAN—Orient Orchestra
WPEN—Lyric Male Quartet

1:20 P.M.
WDAS—With Uncle Sam's Naturalists

1:30 P.M.
CBS—Atlantic City Musicale; WABC WIP-WFAN
NBC—Blue—The Ambassadors; WJZ KDKA
NBC—Red—Del Lampe's Orchestra; WEAFF WFI
WCAU—Harold Knight's Orchestra
WDAS—Al Shohat, songs
WLW—Jan Garber's Dance Orchestra
WOR—Tiffin Music; orchestra
WPEN—Old Timers' Ensemble

1:40 P.M.
WCAU—Radio Highlights

1:45 P.M.
NBC—Blue—Rhythmic Serenade; WJZ WRC KDKA
WCAU—Hotel Walton Orchestra
WDAS—Phila. Chamber of Commerce Women's Hour
WFI—Market Reports
WGY—Antoinette Halstead, contralto
WPEN—Harmony Philosophers

1:50 P.M.
WCAU—Cecil and Sally

2:00 P.M.
CBS—The Captivators; WABC
NBC—Blue—Weather Reports; WJZ
NBC—Red—Magic of Speech; WEAFF WRC
KDKA—KDKA Home Forum
WCAU—Singer Sewers
WDAS—Chattering With Ethel Maeder
WGY—Hess Program
WLIT—To be announced
WLW—School of the Air
WOR—The Pathfinder
WPEN—Billy Penn's Daily Diary

2:05 P.M.
NBC—Blue—Words and Music; WJZ WRC

2:15 P.M.
KDKA—Utility Hall Program
WCAU—CBS Syncopators
WGY—WGY Household Chats
WLIT—Emilie Nell Cocklin
WOR—Betty Flanigen, songs
WPEN—Tunes To Be Remembered

2:30 P.M.
CBS—The Philadelphia Orchestra; WABC WCAU
NBC—Blue—Ivy Scott, soprano; WJZ
NBC—Red—Three Shades of Blue; WEAFF WGY WRC
KDKA—Stroller's Matinee
WDAS—The Singing Lesson with Henry Gurney, tenor
WIP-WFAN—Honolulu Melody Boys
WLIT—Anne Fleming, pianist
WOR—Poetry, Bobby Burns and Anson DePue, tenor
WPEN—Songs D'Amour with Chief Caupolican

2:45 P.M.
CBS—Rhythm Kings; WABC
NBC—Blue—Concert Petite; WJZ
NBC—Red—Muted Strings; WEAFF WRC WGY
WDAS—To be announced
WIP-WFAN—To be Announced
WLIT—Penna. League of Women Voters
WPEN—Studio Guest of Honor

3:00 P.M.
CBS—Columbia Salon Orchestra; WABC WIP-WFAN
NBC—Blue—Betty and Bob; WJZ KDKA
NBC—Red—Echoes of Erin; WEAFF WRC
WCBM—Varieties
WDAS—Afternoon Melodies with Ted Finn, tenor
WFI—Audrey Doyle, soprano
WLW—Bisquick Program
WOR—Poet of the Uke; Roy Shelley
WPEN—Itinerant Interlude

3:15 P.M.
NBC—Blue—U. S. Marine Band; WJZ
NBC—Red—Famous Loves; WEAFF
KDKA—To be Announced
WCAU—Afternoon Frivolities

WCBM—Football Game To Be Announced
WFI—Honolulu Melody Boys
WLW—Joe Emerson, Bachelor of Song
WOR—Elks' Organ Recital; Robert Pereda
WPEN—Embarrassing Moments Contest

3:30 P.M.
NBC—Red—Woman's Radio Review; WEAFF WFI WRC
KDKA—Pennsylvania Federation of Music Clubs
WDAS—Dan Philips' Orchestra
WLW—Words and Music, Joseph Ries
WPEN—Dance Revue

3:45 P.M.
CBS—Alex Semmler, pianist; WABC WIP-WFAN
KDKA—Salt and Peanuts
WCAU—Ruth Luty, pianist
WLW—Crosley Cadets
WOR—Ariel Ensemble; orchestra
WPEN—Somebody's Birthday

4:00 P.M.
CBS—The Grab Bag; WABC WCAO WCAU
NBC—Blue—Campfire Girls; WJZ
NBC—Red—May We Present; WEAFF WRC
KDKA—Work-a-day Thoughts
WDAS—Rev. Robert Fraser; evangelist
WFI—Saxophone Ensemble
WIP-WFAN—The Dixie Stompers
WLW—Morrie and Marion
WPEN—Special Feature

4:05 P.M.
KDKA—Business News

4:15 P.M.
NBC—Blue—Colorado Cowboys; WJZ
NBC—Red—Rice String Quartet; WEAFF WRC
KDKA—To be announced
WFI—To be announced
WIP-WFAN—Carlotta Coverdale, songs
WLW—Fats Waller and Southern Singers
WOR—"Silas of the Hill Country"; skit
WPEN—Mad Music

4:30 P.M.
CBS—U. S. Army Band; WABC WCAO WIP-WFAN WCAU
KDKA—Market Reports, weather
WDAS—The Lyric Ensemble
WLIT—To be announced
WOR—Elias Breeskin, violinist
WPEN—Sundown Melodies

4:45 P.M.
NBC—Blue—Concert Artists; WJZ
NBC—Red—The Lady Next Door; children's program
WEAF WRC
KDKA—Piano Interlude
WDAS—William McLean, talk
WLIT—Homemakers' Forum
WLW—Low Down

4:50 P.M.
KDKA—David Lawrence Dispatch

4:55 P.M.
KDKA—KDKA Artist Bulletin
WOR—Program Resume

5:00 P.M.
CBS—Bobby Benson; WABC WCAU
NBC—Red—Hotel Sherman Orchestra; WEAFF
KDKA—To be announced
WCAO—Organ Melodies
WCBM—Rhythm Rounders
WDAS—Talk, Auspices of Penna. Anti-Saloon League
WIP-WFAN—Mary Wister, songs
WLIT—Children's Twilight Hour
WLW—Tea Time Trio
WOR—Jeno Bartal's Hungarian Ensemble
WPEN—Mother Goose
WRC—Afternoon Varieties

5:10 P.M.
WDAS—Tea Time Tunes

5:15 P.M.
CBS—John Kelvin, Irish tenor; WABC WCAU
NBC—Blue—Dromedary Caravan; WJZ WLW KDKA
NBC—Red—Paul Wing, the Story Man; WEAFF WGY
WCAO—Sunpaper Bulletins
WCBM—Weather and Market Reports
WIP-WFAN—Health's Highway
WLIT—Joseph H. Lockett, pianist
WPEN—Horace Hustler, organist
WRC—Aunt Sue and Polly

5:30 P.M.
CBS—Skippy; WABC WCAO WCAU
NBC—Blue—The Singing Lady; WJZ WLW KDKA
NBC—Red—The Flying Family; WEAFF WLIT WRC WGY
WCBM—Varieties
WDAS—Musical Silhouettes
WIP-WFAN—Classified Program
WOR—Pauline Alpert, pianist
WPEN—String Rhythm

5:45 P.M.
CBS—The Lone Wolf Tribe; WABC WCAO WCAU
NBC—Blue—Little Orphan Annie; KDKA WJZ
NBC—Red—Adventures of Safety Soldiers; WEAFF WRC WGY
WCBM—To be announced
WIP-WFAN—Humpty Dumpty and his People
WLIT—Wyoming Jack
WLW—Sunshine Boys
WOR—Sonia Troyano, soprano

5:55 P.M.
WLIT—Family Doctor; Weather Report

6:00 P.M.
CBS—Irene Beasley; WABC WCAO
NBC—Blue—Del Lampe's Orchestra; WJZ
NBC—Red—Waldorf-Astoria Orchestra; WEAFF WRC WFI
KDKA—Time; Sport Review; Press News-Reeler;
Weather Report
WCAU—Harold Knight's Orchestra
WCBM—Mary Ann Kiddie Klub
WDAS—Ads and Fads
WGY—Ma Frasier's Boarding House
WIP-WFAN—Cowboy Tom
WLW—"Oklahoma Bob" Albright
WOR—Uncle Don
WPEN—Twilight Reveries

6:05 P.M.
KDKA—Press News-Reeler

6:15 P.M.
CBS—On the Air Tonight; WABC
NBC—Blue—Johnny Hart in Hollywood; WJZ KDKA
WCBM—Jay Page; Piano Portraits
WFI—Late News
WGY—Musical Program
WLW—Old Man Sunshine
WPEN—Sports Talk

6:20 P.M.
CBS—Don Redman's Orchestra; WABC
WCAU—Esslinger Sporting Page

6:25 P.M.
WPEN—Dance Music

6:30 P.M.
CBS—Edna Rush, contralto; WABC
NBC—Blue—Betty Boop; WJZ
NBC—Red—Emergency Unemployment Relief Committee talk; WEAFF
KDKA—KDKA Dinner Concert
WCAU—Chandu, the Magician; drama
WCBM—Oriole Department Store Entertainers
WDAS—Joe Dugan, sports Columnist
WFI—Talk; Philadelphia Department of Public Health
WGY—In the Canadian Northwest
WIP-WFAN—Valley Forge Sport Shots
WLW—Bob Newhall; Sportsman
WOR—Detectives Black and Blue; mystery drama
WRC—Aunt's Ensemble
WTEL—Harry Weber's Orchestra

6:40 P.M.
WIP-WFAN—News Reporter

6:45 P.M.
CBS—Just Plain Bill; WABC
NBC—Blue—Lowell Thomas, Today's News; KDKA WJZ WLW
NBC—Red—G. E. Circle; WEAFF WFI
WCAO—Carol Dore, violinist; Edward Jendrek, tenor
WCAU—Enoch Light's Plantation Orchestra
WCBM—Koven's Polish Period
WDAS—The Gossipers
WGY—Chandu, the magician
WIP-WFAN—Dial Dandies
WOR—Irene Franklin and Herbert Rawlinson
WRC—The Wilkins Quarter Hour



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Friday Programs [Continued]

6:50 P.M.
WTEL—Sports Interview

7:00 P.M.
CBS—Myrt and Marge; WABC WCAO WCAU
NBC—Blue—Amos 'n' Andy; WJZ KDKA WRC
WLW
NBC—Red—Jane Froman's Band; WEA
WDAS—Max Essner's Orchestra
WGY—Stock Reports
WIP-WFAN—Uncle Wip
WLIT—George Horth and his music
WOR—Ford Frick, sports resume
WPEN—Jewish Classics
WTEL—Boy Scout Program

7:15 P.M.
CBS—Buck Rogers in the Year 2432; WABC
NBC—Blue—The Royal Vagabonds; KDKA WJZ
NBC—Red—Borrah Minnevitich's Harmonica Rascals;
WEAF
WCAU—Dorothy Hall and Crawford's Furfashioneers
WCBM—Sports Scrap Book; Lee Davis
WGY—Explorations in Science
WLIT—Crazy Crystal Quartet
WLW—Gene and Glenn
WOR—Boys Club
WRC—Wakefield songbirds
WTEL—Recordings

7:30 P.M.
CBS—Three "X" Sisters; WABC WCAO WCAU
NBC—Blue—Charlie Chan; WJZ KDKA
NBC—Red—Vivienne Ruth WEA WRC
WCBM—Moses Kahn's Musical Ensemble
WDAS—The Cosmopolitan Tenor
WGY—Musical Program
WIP-WFAN—Rajput
WLIT—Dr. Algase's Sunny Smile Club
WLW—"Chandu," the Magician
WOR—A Wayside Cottage, sketch
WPEN—Osteopathic Hospital Program; Health Talk
WTEL—Polish Merry-makers

7:45 P.M.
CBS—Connie Boswell; WABC
NBC—Red—The Goldbergs; WEA WJZ WRC
WCAU—Philadelphia Electric Program
WDAS—The Kelly Singing Waitress
WIP-WFAN—Orient Orchestra
WLW—Detectives Black and Blue
WOR—The Bachelors Quartet

8:00 P.M.
CBS—Trade and Mark; WABC WCAU
NBC—Blue—Nestlé's Program; WJZ KDKA

NBC—Red—Cities Service Concert; WEA WJZ
WRC WGY
WCBM—Musical Ramblers
WDAS—Reinhart Radiolites
WIP-WFAN—To be Announced
WLW—Bob Nonal's Orchestra
WOR—Chandu, the Magician; mystery drama
WPEN—The Jesters Jack Steck and Peggy Wood

8:15 P.M.
CBS—Singin' Sam, the Barbasol Man; WABC WCAO
WCAU
WDAS—Jewish Melodies
WIP-WFAN—The Gossipers
WLW—The Puddle Family
WOR—Luck of Joan Christopher, dramatic sketch

8:25 P.M.
WPEN—Turf Selections

8:30 P.M.
CBS—March of Time; WABC WCAO WCAU
NBC—Blue—Adventures in Health; WJZ KDKA
WLW
WCBM—Kaufman's Foot Teasers
WGY—WGY Farm program
WIP-WFAN—Yinie, Bert and Kay
WOR—Alice Blue Gown Program; Jack Berger's Or-
chestra; John Quinlan, tenor
WPEN—Italian Hour
WTEL—Emanuel's Orchestra

8:35 P.M.
WPEN—German Program

8:45 P.M.
NBC—Blue—Howard Thurston, the magician; WJZ
KDKA WLW
WCBM—Hecht's Reliable Polish Hour
WDAS—Prosperity Program; dance orchestra
WIP-WFAN—Enchanted Quarter Hour

9:00 P.M.
CBS—William Hall, baritone; WABC WCAU
NBC—Blue—First Nighter; WJZ KDKA
NBC—Red—The Cliquot Club; WEA WJZ WRC
WGY
WDAS—Trombetta Italian Hour
WIP-WFAN—Williar Merrigan Daly's Orchestra
WLW—Tony Cabooch
WOR—Concert Orchestra directed by Wm. Merrigan
Daly
WPEN—Italian Program

9:15 P.M.
CBS—William Hall, baritone; WCAO
WCBM—Popular Hits
WLW—Thelma Kessler and Orchestra

9:30 P.M.
CBS—Mary Eastman, contralto; WABC WCAU

NBC—Blue—Armour Program; WJZ KDKA
NBC—Red—Leo Reisman's Orchestra; WEA WJZ
WRC WGY
WCBM—Boxing
WLW—Musical Miniatures

10:00 P.M.
CBS—Music That Satisfies; WABC WCAO WCAU
NBC—Blue—Alice Joy, contralto; WJZ KDKA
NBC—Red—Big Six of the Air with Al Jolson; WEA
WRC WGY WLIT WLW
WCBM—To be announced
WDAS—Tom McKim, talks on Soccer
WIP-WFAN—Bombay Gardens Orchestra
WOR—Adair and Kay; "Crazy People"

10:15 P.M.
CBS—Easy Aces; WABC WCAO WCAU
NBC—Blue—Concert Orchestra; WJZ
KDKA—Westinghouse Pioneers
WDAS—Piano Meditations by Manny La Porte

10:30 P.M.
CBS—Columbia Revue; WABC WCAU
NBC—Red—To be announced; WEA WJZ WRC
WGY
KDKA—Bridge School of the Air; E. Hall Downes
WCAO—Little Jack Little (CBS)
WCBM—Johnny Tucker's High Hatters
WDAS—The Column of the Air
WIP-WFAN—Astor Ballroom
WLW—Jan Garber's Dance Orchestra
WOR—To be announced

10:45 P.M.
CBS—Columbia Revue; WABC WCAU
NBC—Red—Lanny Ross, tenor; WEA WRC WGY
KDKA—Bradley Kincaid
WCAO—Polly Antrim's Orchestra
WLIT—Charlie Kerr's Orchestra
WOR—Allan Richards, baritone and Eddie Lambert,
pianist

11:00 P.M.
CBS—Nino Martini, tenor; WABC WCAO WIP-WFAN
NBC—Blue—"Mrs. Nagsby", humorous skit; WJZ
NBC—Red—Anson Weeks' Orchestra; WEA
KDKA—Time; Sport Review; Weather Report;
Artist Bulletin
WCAU—Boake Carter, talk
WCBM—Oscar Appel's Orchestra
WLIT—Joe Smith and his Parodians
WLW—Gilbert and Sullivan Revivals
WOR—Moonbeams
WRC—Dance Orchestra

11:15 P.M.
NBC—Blue—Night Song; WJZ
KDKA—Press Last Minute News Flashes
WCAU—Hotel Walton Orchestra

11:20 P.M.
KDKA—To be Announced

11:30 P.M.
CBS—Eddie Duchin's Orchestra; WABC WCAO
WCAU
KDKA—Jimmy Joy's Orchestra
NBC—Red—George Olsen's Orchestra; WEA WRC
WCBM—Ted Elmore's Nutty Orchestra
WIP-WFAN—La Casa-Billy Hay's Orchestra
WLIT—Carmen Theater
WOR—Jack Denny's Orchestra

11:45 P.M.
WLW—Sunshine Boys

12:00 MIDNIGHT
CBS—Ben Pollack's Orchestra; WABC WCAU
NBC—Blue—Cab Calloway's Orchestra; WJZ WRC
WLW
NBC—Red—Ralph Kirbery, the Dream Singer; WEA
KDKA—Salt and Peanuts
WIP-WFAN—Missing Person's Report
WLIT—Charlie Gaines' Orchestra
WOR—Ben Selvin's Orchestra

12:05 A.M.
NBC—Red—Don Bestor's Orchestra; WEA

12:15 A.M.
KDKA—Cotton Club Orchestra (NBC)
WLW—Sunshine Boys

12:30 A.M.
CBS—Bernie Cummins' Orchestra; WABC WCAU
NBC—Blue—Joe Furst's Orchestra, Gus Van; WRC
WJZ
NBC—Red—Sammy Watkin's Orchestra; WEA
WLIT—Charlie Kerr's Orchestra
WLW—Larry Funk's Orchestra

12:45 A.M.
CBS—Hal Kemp's Orchestra; WABC WCAU

1:00 A.M.
CBS—Buddy Harrod's Orchestra; WABC
WCAU—Missing Person Reports
WLW—Moon River

1:15 A.M.
WLW—Jan Garber's Orchestra

1:30 A.M.
CBS—Roseland Ballroom Orchestra; WABC

Programs for Saturday, December 31

6:30 A.M.
WLW—Top of the Morning

6:45 A.M.
NBC—Red—Tower Health Exercises; WEA WFI
WOR—Gym Classes

7:00 A.M.
KDKA—KDKA Musical Cluck
WCAO—Early Risers' Musical Clock
WCBM—Morning Melodies
WLW—Musical Revelries
WOR—Gambling's Gamboliers
WTEL—Top of the Morning

7:15 A.M.
WLW—Old Bill
WOR—Gym Classes

7:30 A.M.
CBS—Organ Reveille; WABC
NBC—Blue—Don Hall Trio; WJZ
KDKA—Bradley Kincaid
WCAO—Sunpaper Bulletins
WLW—Yodelling Twins
WOR—Gambling's Gamboliers
WPEN—Musical Clock

7:40 A.M.
WPEN—News and Views

7:45 A.M.
WCAO—WCAO Kiddie Club
WLW—Andy Mansfield's Memory Box
WOR—Gym Classes

8:00 A.M.
CBS—Salon Musicale; WCAU WABC
NBC—Blue—The Wife Saver; WJZ
NBC—Red—Gene and Glenn; WEA WFI WGY WRC
KDKA—Bronc Busters
WCAO—Late Risers' Musical Clock
WCBM—Morning Glories
WLW—Morning Devotions
WOR—John, Joe and Prosinj, songs
WPEN—Cruise of the S. S. All in Fun
WTEL—The Console Rises

8:05 A.M.
WOR—Daily Produce Reporter

8:10 A.M.
WOR—Al Woods, songs

8:15 A.M.
NBC—Blue—Morning Devotions; WJZ
NBC—Red—Organ Rhapsody; WEA WFI WGY
KDKA—Dorothy and Marie
WLW—The Wanderers

WPEN—Jack Tar's School Days
WRC—Morning Varieties

8:20 A.M.
WOR—Dogs' Tales; Richard Meany

8:30 A.M.
NBC—Blue—The Pepper Pot, dance band; WJZ
WLW
NBC—Red—Cheerio; WEA WFI WRC WGY
KDKA—Morning Cheer
WCAU—Salon Musicale
WPEN—Arithmetic Band
WTEL—Thrifty Club

8:35 A.M.
WOR—Sherman Keene's Orchestra

8:45 A.M.
CBS—Vocal Art Trio; WABC WCAU
KDKA—Pepper Pot (NBC)
WIP-WFAN—Early Riser's Club
WPEN—Chris Seiter, crooning troubadour
WTEL—String Trio

9:00 A.M.
CBS—Little Jack Little; WABC WCAO WIP-WFAN
NBC—Red—Morning Glee Club; WEA WRC WJZ
KDKA—Press News-Reeler
WCAU—Words and Music
WCBM—News Flashes
WDAS—Morning Melodies
WLW—Art Talk
WOR—Miss Kath'rine 'n' Calliope, sales talk
WPEN—Sea-Goin' Bill at the Piano

9:05 A.M.
KDKA—To be Announced

9:15 A.M.
CBS—The Commuters; WABC WCAO WCAU
NBC—Red—Masqueraders; WEA WGY
KDKA—Pictures on the Piano; Don Lucas
WCBM—Le Roy McKnew; Pianist
WDAS—The Eye Openers
WIP-WFAN—Organalities
WLIT—Womens' Home Hour
WLW—Morrie Newman and Larry Greuter
WPEN—The Health Man
WRC—One Man Minstrel

9:30 A.M.
CBS—Tony Wons; WABC WCAO WIP-WFAN
NBC—Blue—Vic and Sade; WJZ
NBC—Red—Jack and Jill; WEA WRC WGY
KDKA—The Monarch Hostess
WCAU—Asco News Reporter
WCBM—Waves of Melody
WLIT—To be announced
WLW—Tony Cabooch
WOR—A Little French for Little Folk
WPEN—Second Cruise of the S. S. All in Fun

9:45 A.M.
CBS—Reis and Dunn; WABC WCAO WCAU
NBC—Blue—Nothing but the Truth; WJZ
NBC—Red—Pie Plant Pete; WEA WFI WGY WRC

KDKA—Press News Flashes, weather
WDAS—Tinkling Tunes
WIP-WFAN—To be Announced
WLW—Pacific Borax Talk
WOR—Girl and Boy Scout News
WPEN—Bo'sun Borelli, songs

9:50 A.M.
KDKA—Market Reports
WLW—Entertaining Our Guests

10:00 A.M.
CBS—Melody Parade; WABC WCAU
NBC—Blue—Musical Melange; KDKA WJZ
NBC—Red—The Vass Family; WEA WRC
WCAO—WCAO Children's Hour
WCBM—Mary Ann Kiddie Klub
WDAS—Betty Barnes discusses "Our Children"
WFI—Market Reports
WIP-WFAN—Home Maker's Club
WLW—Live Stock Reports
WOR—Macy's Girls Club
WPEN—Freddy, the Cabin Boy

10:10 A.M.
WPEN—Tom Rott; skit

10:15 A.M.
CBS—Songs of the Out-of-Doors; WABC WCAU
NBC—Blue—John Fogarty, tenor; WJZ
NBC—Red—Souvenirs of Melody; WEA WGY WFI
WRC
KDKA—KDKA Home Forum
WDAS—Ads and Fads, talks with music
WLW—Mail Bag
WOR—Dancing Class, Thos. E. Parson

10:20 A.M.
WPEN—Chips Eckert, comedian

10:25 A.M.
WPEN—Foot Health Talk

10:30 A.M.
CBS—New World Salon Orchestra; WABC WCAU
NBC—Blue—Cooking School for Children; WJZ
KDKA
NBC—Red—Mme. Lolita Cabrera Gainsborg, pianist;
WEAF WGY
WDAS—On the WDAV Sightseeing Bus
WFI—Children's Theater of the Air
WIP-WFAN—Hugh Allen, tenor
WLW—Southern Singers
WOR—The Blue Butterfly Operetta Co. Program
WPEN—Grab Bag of the Air
WRC—Aunt Sue and Polly

10:45 A.M.
NBC—Blue—Happy Jack; WJZ
NBC—Red—Breen and de Rose; WEA WRC WGY
KDKA—Salt and Peanuts
WIP-WFAN—Classified Program
WLW—Hollywood Snap Shots
WOR—Bamberger Stamp Club

11:00 A.M.
CBS—Adventures of Helen and Mary; WABC WCAU
NBC—Blue—Mrs. A. M. Goudiss, cooking talk; WJZ
KDKA
NBC—Red—Melodies of the South; WEA WRC
WGY
WDAS—Lou Ancker Looks At The Movies
WLIT—Harmony Duo
WLW—Fred Shawn and Organ
WOR—What to Eat and Why; C. Houston Goudiss
WPEN—Horace and Tony

11:15 A.M.
NBC—Blue—Rhythm Ramblers; WJZ
NBC—Red—Radio Household Institute; WEA WJZ
WRC WGY
KDKA—KDKA Kiddies' Klub
WDAS—Charlotte Coate, soprano
WIP-WFAN—Cheerful Cherubs; Jack Griffin and
Tom Verone
WLW—Mike and Herman
WPEN—Women's Home Hour

11:30 A.M.
CBS—Concert Miniatures; WABC WCAU
NBC—Red—Swen Swenson's Swedehearts; WEA
WRC
WCBM—Health Talk
WDAS—Radio Scrap Book of the Air
WIP-WFAN—Melody Mac
WLIT—Every Woman's Hour
WLW—Musical Revelries
WOR—Ann Stevens' Thrift Hour
WPEN—Honolulu Melodies of the Air

11:45 A.M.
NBC—Blue—Spanish Idylls; WJZ
KDKA—Allegheny Table-lands String Bands
WCBM—Merchants' Air Review
WDAS—A Thought for the Day
WIP-WFAN—Elsa Brighton, mezzo-soprano
WLW—Fats Waller
WOR—Riverdale sketch
WPEN—Dave Hazzard's Travelore

12:00 NOON
CBS—Buddy Harrod's Orchestra; WABC WIP-WFAN
NBC—Blue—Smack Out; WJZ
NBC—Red—Johnny Marvin, tenor; WEA WGY
WLIT WRC
KDKA—Business News, time
WCAO—Buddy Harrod's Orchestra (CBS)
WCAU—Paul Tremaine's Orchestra
WCBM—To be announced
WDAS—The Noontimers
WLW—Governmental Glimpses, Gilbert Bettman
WOR—The Voice of Experience
WPEN—Organ Doctor
WTEL—Noon Tunes

Jolson Scored as a Broadway Favorite

(This is the second installment of the story of the life of Al Jolson, called "America's Greatest Entertainer," who has scored an instantaneous success in radio after starring on the stage and screen for many years. Al Jolson is heard at 10 p. m. Fridays over the NBC network.)

By E. H. Collins

THE instantaneous success which marked Jolson's first appearance in black-face in that little theater in Brooklyn, soon led to an engagement with Lew Dockstadter's Minstrels at \$75 a week—important money to Al in those days. That was in November, 1909, and in ten short years, Al was to rise like a meteor from an end man in a barnstorming minstrel to a millionaire comedian, hailed as the greatest drawing card that ever trod the boards of the Metropolitan theaters.

For two years he sang black-face songs, threw sharp and cutting jokes at the interlocutor, and went into his dance numbers, gaining increasing fame and money at every turn. When the Shuberts opened the Winter Garden, they gave Jolson his chance. He was cast with an overpowering list of stars in "Bow Sing" and "Le Belle Paree" as the opening attractions.

This routine was not an immediate hit,

in fact there was something missing in his act—and no one realized it better than Al himself. He made a careful study of his technique, delivery and the class of material he offered. All seemed all right, unless it was his material. He decided it was too refined, not boisterous enough. So he put a little—just a little—ribaldry in his stuff the following season.

Things went better that year, but it was not until his third season that he scored anything that closely resembled a hit. He remained at the Winter Garden through five more seasons, perfecting his act each year and getting more important and prosperous as the time passed. In his ninth season, however, he scaled the heights—he was a smashing hit. It was in the offering of "Sinbad" that he was elevated to stardom, the only performer ever starred at the Winter Garden.

OTHER shows for which he will be remembered at the Winter Garden are "The Whirl of Society," "The Review Of Reviews," "Vera Violetta," "The Honeymoon Express" in which he appeared with Gaby

Deslys in her American debut, "Dancing Around," and "Robinson Crusoe, Jr."

Following his success in "Sinbad," he again reached the top the following year in "Bombo," when he was recognized as America's greatest entertainer, and a playhouse, Jolson's Fifty-ninth Street Theater, was named for him. This was in 1919.

After a continued success with "Bombo," he took the show on the road and toured until 1924, when he returned to Broadway to start casting and rehearsals for his next vehicle. This, "Big Boy," proved to be one of his greatest successes and opened in January, 1925, at the scene of his former triumphs, the old Winter Garden.

ONE evening during the run of "Big Boy," the audience rose from their seats and insisted upon scores of encores. Then they asked that Jolson sing a number of current popular songs. Obliging, Al sang, danced and ad libbed until, turning to the wings and addressing the other members of the cast, he said: "You can all go home now, I'm finishing the show myself." This announcement was met with thunderous ap-

plause and Jolson continued to entertain the audience extemporaneously until long after midnight.

Late in 1925 when "Big Boy" was enjoying a run that bid fair to break all records for musical plays, Jolson was stricken with a throat ailment, which, despite the most skillful treatment of the best physicians in New York, continued to get worse. Burnt cork and creams jars in Al's dressing room gave way to medicines, throat gargles and cartons of lozenges, but all to no avail, for the comedian was ordered to close the show or continue at the risk of losing his voice forever.

It was a sad day for Jolson when he was forced to close. He was in no way concerned about the chance to break existing records for the run, but was greatly upset at the prospect of forcing the other members of the cast out on the streets. He made generous provisions for their welfare, however, and within a few weeks sailed for Europe for a complete rest and relaxation. He was accompanied on the trip by his wife, the former Alma Osborne Carlton, known professionally as Ethel Delmar.

(The third installment of the life story of Al Jolson will appear in next week's issue of RADIO GUIDE.)

Egon Petri's Radio Ambitions—By Carleton Smith

"IN MY playing as a pianist, I would like to be a perfect wireless set, one that reproduces the music without any fault or imperfection." So says Egon Petri, Dutch pianist, who is to be the soloist with the New York Philharmonic Symphony Christmas afternoon.

And if you knew Mr. Petri, you would know that he didn't tell me that because I am writing for a radio publication. It is not the clever phraseology of a press agent, but rather the honest conviction of a serious artist.

Among pianists there are few more serious than Mr. Petri. If you heard him playing the Liszt Concerto last Sunday, you sensed a studious force that has been most nearly described as scholastically dramatic. You may not have agreed with his interpretation or his esthetic, but you could not help admiring his sincerity and his consummate mastery of the instrument.

Petri's Artistic Credo

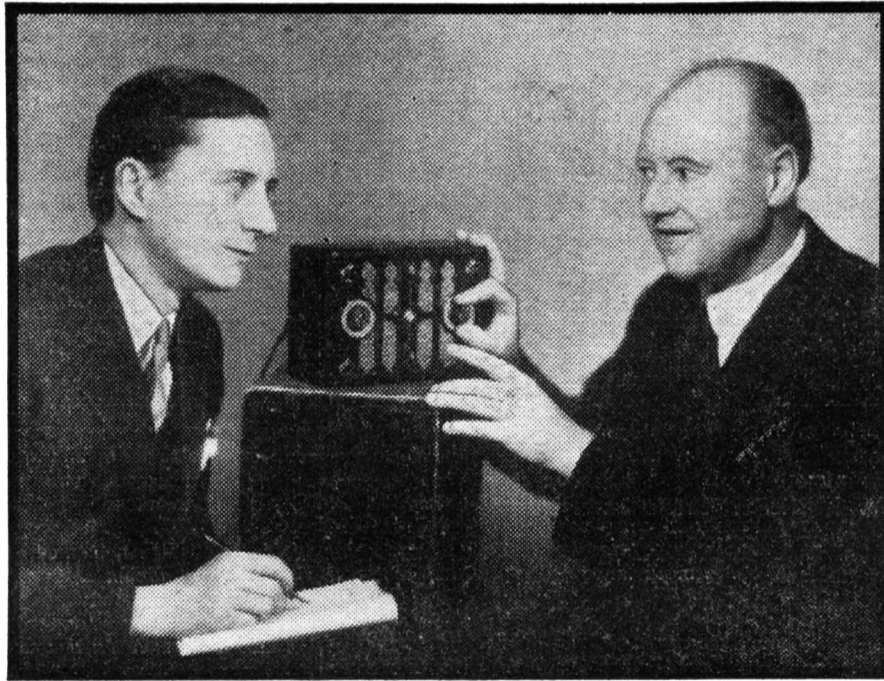
LET us examine Petri's artistic credo. He does not believe in "personal" artistry. To be sure, no art can be strictly impersonal. But Mr. Petri feels the player should keep himself out of his playing, that at least he should not put himself into the foreground.

And yet, we, the public, do not like such playing. A personality is unique, sometimes charming, always compelling. We want to feel it on the stage, in politics, on the radio, as well as in the concert hall. That is why countless people go to hear Ignace Paderewski, without caring what he plays. That is why we listen to Chaliapin hour after hour, no matter how he twists the original meaning of the songs he sings. In both instances, great personalities are present. Many people would enjoy them as much if they only spoke, or walked around on the stage!

Discipline in Art

But will you agree with Mr. Petri when he says that Paderewski, whom he greatly admires, is not disciplined enough to play Bach?

This opinion was brought out by our discussion of the question people often ask, "Why is Bach such a great composer? His music seems like technical display." Mr. Petri explains that he believes great music must come from the heart, as Bach's does. That when we sense the meaning in Bach's healthy expressions, we have the feeling of being a small part of the cosmic.



Carleton Smith interviewing Egon Petri

Mr. Petri says further that we do not sense Bach's meaning at once, because we are not accustomed to his enormous discipline—in *emotion* as well as in *craftsmanship*. We do not like his impersonality. It is true we respond more easily to "personalized" music, with a more obvious emotional content. Mr. Petri doesn't believe in a display of undisciplined feeling. That is his reason, perhaps, for saying that Mr. Paderewski, an ideal interpreter of Chopin's Wazurkas, for instance, is not disciplined enough to play Bach's music.

The ideal performer, then, would be like an instrument upon which the composer plays and speaks to us.

This credo I leave with you for your consideration. Is it one that you would want?

Early Life

A WORD about Mr. Petri's life. His early childhood brought him into contact with Grahms, Tschaikowsky, Greig, Busoni (with whom he studied), and with many other distinguished musicians. At first he was taught the violin, but upon the advice of Busoni and Paderewski, who also told Harold Bauer

to become a pianist, Mr. Petri transferred his interest. He says he was reluctant to do this, and agreed only because he thought by studying the piano he could become a conductor. He taught in Manchester, and there acquired a fluent command of our language, finally returning to Berlin.

In 1923, Mr. Petri accepted an invitation to go to Russia where, as the first foreign pianist since the Revolution, he had unprecedented success, his fee being doubled after the first concert.

Life in Russia

MR. PETRI spent six years in Russia, and left there when a law was passed forbidding the removal of money from the country.

Speaking of "revolutionary" music, Mr. Petri says that little has developed. Officially, Russia has a new attitude toward music—that is, that it is propaganda, an arm of the state. The public still has the old Bourgeoisie attitude.

"The intellectual classes are not happy today, and I do not believe life can remain as it is. It is too artificial. Since every edict is

enforced, however, you can't really ascertain the truth about feelings in Russia."

"I had a great desire to come to America," Mr. Petri said. "And I was happy when last season I found myself sailing on the Atlantic for the first time. I had heard that all pianists who were successful in Russia were also well received in America. Notably, there had been Rachmaninoff, Josef Hofmann, and Horowitz, as precedents.

"And, too, I felt my coming a sort of artistic mission. I had been told the American was not musical, that he liked only outward virtuosity. And I must say I have not found it so. Everyone here seems so fresh and unspoiled in his attitude toward music. The continent is in the last phase of a development. Here on this new soil is the beginning of another cycle. I am glad to be here, and to play on the radio for all America.

"You want to know what I think of the radio? Well, it is not the same as reality—just as a reproduction is not the same as the original oil painting—and I think it must be used carefully and with discretion. This desire to have a noise around continuously and never giving yourself a chance to listen to your 'inner voice' is bad. That is the trouble with modern music. Formerly, people were full of pity, emotion, reverence and admiration for the mysteries of the universe. They had to give out of that feeling to others. They bubbled over with inward fullness. The result was great works of art.

"Today it seems that we are trying to fill up a void from the outside. We live too fast. Speed is a mania, and it is unnatural. Trees grow no faster than ever before. In thoughts and in convictions. Hence in our rush we lose depth. We have few music is lacking in vitality, and has little to say.

"But do not place much value on these ideas. I am not a propagandist. Naturally I try to express myself in my art."

That, I assure you, Mr. Petri does. When you hear him Sunday, you will not be overly awed by his quiet, kindly personality. He has personality aplenty, but he hides it when he is performing. He believes the more humble an interpreter is, the greater he is.

And practically no artist that I know is more honest in his conviction than Egon Petri. By honest, I mean that he puts into practice what he believes. You will not hear Petri playing. You will hear Johannes Brahms speaking to you.

Saturday Programs [Continued]

12:15 P.M.
 NBC—Blue—Lady Bugs; WJZ
 NBC—Red—American Legion Trade Revival Campaign
 WEAF WRC
 KDKA—Market Reports
 WCBM—Luncheon Music
 WLIT—Book Review; G. M. O'Reilly
 WLW—The Sunshine Boys
 WOR—Talk by Huger Elliott
 WTEL—News Resume

12:25 P.M.
 KDKA—Press News-Reeler
 WOR—The Willard Messenger

12:30 P.M.
 NBC—Blue—National Farm and Home Hour; WJZ
 WLW
 NBC—Red—Bela Loblov's Orchestra; WEAF
 WCAU—Boake Carter
 WDAS—Neighbour and his Neighbours
 WIP-WFAN—Current Topics
 WLIT—Benjamin Franklin Hotel concert orchestra
 WOR—To be Announced
 WPEN—A Vision, talk
 WTEL—Philadelphia Chamber of Commerce Women's
 Radio Review; Talk, Miss Virginia Seaman

12:35 P.M.
 KDKA—Jimmy Jay's Orchestra

12:45 P.M.
 WCAU—Harold Knight's Orchestra
 WOR—Altman Gold Medal Trio
 WTEL—Radio Ramblings

12:50 P.M.
 NBC—Red—Bela Loblov's Orchestra; WEAF

1:00 P.M.
 CBS—George Hall's Orchestra; WABC WCAU
 NBC—Red—Don Bestor's Orchestra; WEAF
 KDKA—National Farm and Home Hour (NBC)
 WCAU—Lou Becker's Orchestra
 WCBM—Ted Elmore's Collegians
 WFI—News of the Day
 WGY—Stock reports
 WIP-WFAN—Gimbel Choral Group
 WOR—Ernie Krickett's Dance Orchestra
 WPEN—Excerpts from Musical Comedies

1:15 P.M.
 WDAS—Talk
 WFI—Marie Harnsley, contralto and Ernest Dahlgren, tenor
 WGY—Don Bestor's Orchestra (NBC)
 WIP-WFAN—Orchestra Melodies with Ted Baer
 WPEN—Harmony Philosophers

1:20 P.M.
 WDAS—Items of Interest

1:30 P.M.
 CBS—Madison Ensemble; WABC WCAU
 NBC—Blue—Metropolitan Opera; WJZ
 NBC—Red—Emerson Gill's Orchestra; WEAF WFI
 WGY

KDKA—Harold Stokes' Orchestra (NBC)
 WCAU—Football Souvenir Program
 WCBM—Studio Program
 WDAS—Al Shohat, songs
 WIP-WFAN—Orient Orchestra
 WLW—Larry Funk's Orchestra
 WOR—Home Singer, Tunes of Long Ago
 WPEN—Old Timers' Ensemble

1:45 P.M.
 WDAS—Phila. Chamber of Commerce Women's Hour
 WOR—Midday Diversions; orchestra
 WPEN—Health Talk by Dr. Ira W. Drew

2:00 P.M.
 CBS—Saturday Syncopators; WABC WCAU
 NBC—Red—Kay Kyser's Orchestra; WEAF
 WDAS—Out of the Music Box
 WGY—Elizabeth Carrigan, contralto
 WIP-WFAN—Teddy and Jane
 WLIT—To be announced
 WLW—Dealers' Hour
 WPEN—Billy Penn's Daily Diary

2:15 P.M.
 WDAS—The Trio Classique with Josephine Flora, soprano
 WGY—Musical (NBC)
 WIP-WFAN—Keyboard Kapers
 WOR—Myrtle Boland, comedienne
 WPEN—Tunes To Be Remembered

2:30 P.M.
 CBS—Columbia Salon Orchestra; WABC WCAU
 NBC—Red—Symphonic Matinee; WEAF
 KDKA—Strollers' Matinee
 WDAS—The Four Sharps; banjo quartette
 WIP-WFAN—First Udenominational Radio Church
 WLW—Syncopators (NBC)
 WOR—Messner Bros.' Orchestra
 WPEN—Dave Hazzard's Preamble

2:45 P.M.
 WDAS—Poet's Corner
 WLW—Happy Jack (NBC)
 WOR—Newark Music Foundation Chorus
 WPEN—Happy Harmonies

3:00 P.M.
 CBS—The Round Towners; WABC WCAU
 NBC—Red—Merry Madcaps; WEAF WFI
 KDKA—To be announced
 WDAS—To be announced
 WIP-WFAN—German American Charity Ball
 WPEN—Itinerant Interlude

3:15 P.M.
 WOR—National Council Boy Scouts of America
 WPEN—Embarrassing Moments Contest

3:30 P.M.
 CBS—Rhythm Kings; Fred Berrens, conductor;
 WABC WCAU

NBC—Red—Matinee Gems; WEAF
 WDAS—The Slovak Hour
 WFI—Miriam Mulhern, soprano
 WIP-WFAN—The Singing Cowboy
 WOR—Frank Ricciardi, baritone
 WPEN—Dance Revue

3:45 P.M.
 WFI—The Nomad Male Quartet
 WIP-WFAN—The Irish Ramblers
 WOR—Show Boat Boys; harmony duo and patter
 WPEN—Somebody's Birthday

4:00 P.M.
 CBS—Spanish Serenade; WABC WCAU WCAU
 WDAS—Radio Guide Program
 WFI—Al Phillips and his Music
 WLW—Afternoon Serenade
 WOR—Ariel Ensemble's Orchestra
 WPEN—Special Feature
 WTEL—International Sunday School Lesson; Rev.
 Walter Erl

4:15 P.M.
 WDAS—Al Goldwyn At The Piano
 WIP-WFAN—Murder at Garden Courts; Dramatic
 Sketch
 WPEN—Mad Music
 WTEL—True Blue Ulster Irish Orchestra

4:30 P.M.
 CBS—Leon Belasco's Orchestra; WABC WCAU
 NBC—Blue—Concert Favorites; WJZ
 NBC—Red—The Lady Next Door; WEAF
 WCAU—Leon Belasco's Orchestra
 WDAS—James F. Mehorter, baritone
 WGY—Studio Ensemble
 WIP-WFAN—The Five Dominoes
 WLIT—Larry Fotin's orchestra
 WLW—Andy Mansfield
 WOR—WOR—George Mittler's Orchestra
 WPEN—Sundown Melodies
 WTEL—Recordings

4:45 P.M.
 WDAS—Spanish Orchestra
 WIP-WFAN—Les Chanteuses
 WLW—Low Down

4:55 P.M.
 WOR—Program Resume

5:00 P.M.
 CBS—Eddie Duchin's Orchestra; WABC WCAU
 WCAU
 NBC—Blue—Maurice Sherman's Orchestra; WJZ
 WLW
 NBC—Red—Mitchell Schuster's Tango dahl Orkestar;
 WEAF
 KDKA—KDKA Orchestra
 WCBM—Rhythm Rounders
 WDAS—Clyde Bradby's Orchestra
 WGY—Times Union Extra
 WIP-WFAN—To be Announced
 WLIT—Children's twilight hour
 WOR—Carroll Club Reporter
 WPEN—The Pied Piper
 WTEL—Ned Brill's Orchestra

5:05 P.M.
 WOR—Amateur Astronomers Ass'n Talk

5:15 P.M.
 WCAU—Sunpaper Bulletins
 WCBM—Weather and Market Reports
 WGY—Paul Whiteman's Rhythm Boys (NBC)
 WIP-WFAN—Health's Highway
 WOR—Billy Bruce, baritone
 WPEN—Horace Hustler, Organist

5:30 P.M.
 CBS—Skippy; WABC WCAU WCAU
 NBC—Blue—Swanee Serenaders; WJZ WGY
 NBC—Red—Beau Balladeer; WEAF
 KDKA—"Behind the Law"; Pennsylvania State Police
 WCBM—Varieties
 WDAS—Musical Silhouettes with Ben Silver's Orch.
 WIP-WFAN—Liberal Temple
 WGY—Bob Reynolds' Orchestra
 WLIT—Larry Fotin's Orchestra
 WLW—Parent Teachers' Forum
 WOR—French Course; Dr. Thatcher Clark
 WPEN—String Rhythm
 WRC—Afternoon Varieties

5:45 P.M.
 CBS—Tito Guizar, Mexican tenor; WABC WCAU
 WCAU
 NBC—Blue—Little Orphan Annie; KDKA WJZ
 NBC—Red—Seekatary Hawkins; WEAF WRC WGY
 WLIT
 WCBM—To be announced
 WIP-WFAN—Arlene Smith
 WLW—Beachcombers
 WTEL—Flashes of Wit

6:00 P.M.
 CBS—Student Chorus from Germany; WABC WCAU
 NBC—Blue—Little German Band; WJZ KDKA
 NBC—Red—Waldorf-Astoria Orchestra WEAF WRC
 WFI
 WCBM—Heart and Home Service
 WGY—Joe and Eddie
 WIP-WFAN—Sunday School Lesson
 WLW—"Law for the Layman"
 WOR—Uncle Don
 WPEN—Keystone Telephone Organ Program
 WTEL—Behind the "Mike"; Interview

6:15 P.M.
 WCAU—Song Spot
 WFI—Late News
 WGY—Bily Rose, tenor
 WLW—Old Man Sunshine
 WPEN—Sports Talk
 WTEL—Two Jacks and a Queen, harmony

6:20 P.M.
 WCAU—Esslinger Sporting Page

6:25 P.M.
 WPEN—Dance Music

6:30 P.M.
 CBS—Riviera Orchestra; WABC
 NBC—Blue—To be announced; WJZ
 NBC—Red—Donald Novis, tenor; WEAF WFI
 KDKA—Time; Sport Review; Press News-Reeler;
 Weather Report
 WCAU—Harold Knight's Orchestra
 WCBM—South Sea Serenaders
 WDAS—Joe Dugan, sports columnist
 WGY—Studio Ensemble
 WIP-WFAN—Valley Forge Sport Shots
 WLW—Bob Newhall; Sportsman
 WOR—The Voice of Experience
 WTEL—The Masqueraders

6:35 P.M.
 KDKA—Press News-Reeler

6:40 P.M.
 WIP-WFAN—News Reporter

6:45 P.M.
 CBS—Do Re Mi; WABC WCAU
 CBS—Jack Miller's Orchestra; WCAO
 NBC—Blue—Lee Sims and Orchestra; WJZ
 NBC—Red—G. E. Circle; WEAF WFI WRC
 KDKA—"A Recreo" by Bill and Alex of the Down-
 town Y. M. C. A.
 WCBM—Sports Scrap Book; Lee Davis
 WDAS—The Gossipers
 WIP-WFAN—Golden Gate Orchestra
 WLW—Threesome and Organ
 WPEN—Sports News

7:00 P.M.
 CBS—Ben Selvin's Orchestra; WABC WCAU WCAU
 NBC—Blue—Fields and Hall, songs and patter; WJZ
 KDKA
 NBC—Red—Jane Froman's Band; WEAF WFI WRC
 WCBM—Southern Hotel Dinner Music
 WDAS—Max Essner's Orchestra
 WGY—Stock Reports
 WFI—To be Announced
 WIP-WFAN—Uncle Wip
 WLW—Saturday Night Frolic
 WOR—Ford Frick; Sports Resume
 WPEN—Horace and Tony, comedy skit
 WTEL—Ted and Stan, "The Mountaineers"

7:15 P.M.
 CBS—William Hall, baritone; WABC WCAU
 CBS—Harold Stera's Orchestra; WCAO
 NBC—Blue—To be announced; WJZ
 NBC—Red—George Olsen's Orchestra; WEAF
 KDKA—Atkinson String Ensemble
 WGY—Municipal Series
 WFI—George Olsen's Orchestra (NBC)
 WLW—Gene and Glenn
 WOR—Harry Hershfield
 WPEN—Leo Zollo's Orchestra
 WTEL—Irene Thomson, songs

7:30 P.M.
 CBS—Meyer Davis' Orchestra; WABC WCAU
 NBC—Blue—Cuckoo Program; WJZ
 KDKA—KDKA Players
 WCBM—Ted Elmore's Collegians
 WDAS—Beacon Male Quartet and Sextet
 WGY—George Olsen's Orchestra (NBC)
 WIP-WFAN—La Casa-Billy Hays' Orchestra
 WLW—George Olsen's Orchestra
 WOR—Jack Berger's Dance Orchestra
 WPEN—Majestic Male Quartet
 WTEL—Dr. Frederick Ehman, tenor

7:45 P.M.
 NBC—Red—James G. McDonald; WEAF WFI WGY
 WLW—R. F. D. Hour
 WTEL—Elsie Devlin, concert zitherist

8:00 P.M.
 CBS—Fray and Braggiotti; WABC WCAU WCAU
 NBC—Blue—To be announced; WJZ KDKA
 NBC—Red—Echoes of the Palisades; WEAF WFI
 WRC
 WCBM—Everyman's Bible Class
 WDAS—Trombetta Italian Hour
 WGY—Lady Fingers, pianists
 WIP-WFAN—Benjamin Franklin Concert Ensemble
 WLW—Over the Rhine, German Band
 WOR—Little Symphony Orchestra
 WPEN—Gems of Erin
 WTEL—Harry Reil, Jr., pianist

8:15 P.M.
 CBS—The Magic Voice; WABC WCAU
 NBC—Blue—Anson Weeks' Orchestra; WJZ KDKA
 WGY—Bernard Silberg, cellist
 WIP-WFAN—The Gossipers
 WLW—Tony Cabouch
 WTEL—Irene Merrick, lyric soprano

8:30 P.M.
 CBS—Alexander Haas' Budapest Gypsy Ensemble;
 WABC WCAU WCAU
 NBC—Blue—Road to Romy; WJZ KDKA
 NBC—Red—To be announced; WEAF
 WCBM—Keith Theater of the Air
 WGY—National Advisory Council (NBC)
 WIP-WFAN—H. E. Bartow; Business Report
 WLW—Los Amigos
 WPEN—Italian Hour
 WTEL—The Welsh Quartet

8:45 P.M.
 WCBM—Friendship Club of the Air
 WDAS—Broadcast from the Shelter for Homeless
 Men
 WIP-WFAN—George Crick's Gondoliers
 WTEL—Dance Orchestra

9:00 P.M.
 CBS—Music That Satisfies; WABC WCAU
 NBC—Blue—To be announced; WJZ KDKA
 NBC—Red—Frank Black; WEAF WGY
 WFI—Old Hymns of the Church; Memorial Male
 Quartet

WIP-WFAN—Alfredo's Concert Ensemble
 WLW—Sunshine Boys
 WOR—The Psychologist Says
 WPEN—Chateau Crillon Orchestra

9:15 P.M.
 NBC—Red—Ted Weems' Orchestra; WEAF WFI
 WCAU—Enoch Light's Orchestra
 WCBM—Clarence Boley; Pianist
 WDAS—Basketball Game
 WFI—Erno Rapee (NBC)
 WOR—Ernie Madriguera and his orchestra

9:30 P.M.
 CBS—Carborundum Band; WABC WCAU WCAU
 WCBM—Rev. R. W. Cooke and his Choir
 WIP-WFAN—Strolling with Harry Forster
 WLW—The Crosley Follies
 WPEN—Jack Ferry's Orchestra

9:45 P.M.
 WIP-WFAN—Astor Ballroom Orchestra
 WOR—New York Theater Ass'n Program

10:00 P.M.
 CBS—New Year's Eve Dancing Party, Guy Lombardo; WABC WCAU
 NBC—Blue—Whoopie; WJZ KDKA
 NBC—Red—Lucky Strike Hour; WEAF WFI WRC
 WGY WLW
 WCBM—To be announced
 WIP-WFAN—Billy Hays' Orchestra

10:15 P.M.
 WOR—Dion Kennedy with John Barney, baritone

10:30 P.M.
 NBC—Blue—The Buccaneers; WJZ KDKA
 WCBM—Ted Elmore's Orchestra
 WDAS—Elk's Saturday Nite Club; Continental's Orch.
 WIP-WFAN—Nixon-Henry Hendrickson's Orchestra

10:45 P.M.
 NBC—Blue—Twenty Fingers of Harmony; WJZ
 KDKA—Bradley Kincaid
 WCAU—Billy Antrim's Orchestra
 WOR—The Nomad

11:00 P.M.
 NBC—Blue—Pickens Sisters; WJZ
 NBC—Red—Jack Denny's Orchestra; WEAF WFI
 KDKA—Teaberry Sport Review
 WCBM—Oscar Appel's Orchestra
 WDAS—Missing Persons
 WIP-WFAN—Bombay Gardens Orchestra
 WLW—Doodlersocks with Sid Ten Eyck
 WOR—Ben Selvin's Orchestra
 WRC—Dance Orchestra

11:15 P.M.
 NBC—Blue—Night Song; WJZ
 KDKA—Press Last Minute News
 WIP-WFAN—Astor Ballroom

11:20 P.M.
 KDKA—Messages to Explorers

11:30 P.M.
 NBC—Red—Paul Whiteman's Orchestra; WEAF WFI
 WCBM—Johnny Tucker's High Hatters
 WIP-WFAN—Orient Orchestra; Eddie Bonnelly
 WLW—Larry Funk's Dance Orchestra
 WOR—Gus Van and Joe Furst's Orchestra

12:00 MIDNIGHT
 NBC—Blue—Don Bestor's Orchestra; WJZ
 NBC—Red—Ralph Kirbery, the Dream Singer; WEAF
 WGY WFI
 WIP-WFAN—Missing Person's Report
 WLW—Greystone Ballroom Orchestra
 WOR—St. Thomas Carillon

12:05 A.M.
 CBS—Edwin C. Hill; WABC WIP-WFAN
 WOR—Steuben Cadets' Orchestra

12:30 A.M.
 NBC—Blue—Mark Fisher's Orchestra; WJZ WLW
 NBC—Red—Vincent Lopez' Orchestra; WEAF WRC
 WFI
 WOR—Dance Orchestra


1:00 A.M.
 CBS—Harold Stern's Orchestra; WABC
 WCAU—Missing Persons Reports
 WLW—Larry Funk's Orchestra

1:30 A.M.
 CBS—Riviera Orchestra; WABC
 WLW—Jan Garber's Orchestra

2:00 A.M.
 WLW—WLW Artists' Bureau Jamboree

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ALBERT C. SCHROEDER
 "The Best for Less"
 423 Plymouth Court, Chicago, Ill.

Pick New Stars of the New Year

(Continued from Page One)

Rudy Vallees, Morton Downeys, and Ed Wynns of the future. As the old year draws to a close they are within striking distance of the top, with \$5,000 a week salaries and long contracts just ahead, a chimera for which all are striving, but which only a few will obtain.

As a matter of course these younger satellites will be harder to pick than the veterans, so we will consider the veterans first. You can't miss Jack Pearl. This master comedian who has created a national character out of the fictional Baron Munchausen, is certainly slated for even greater popularity than he enjoyed in the closing months of 1932. If his gags don't grow cold, The Baron should make 1933 his banner year. His sponsors agree with us there, for they have just given Jack Pearl a salary boost. He didn't even have to ask for it.

The crystal seems to say that The Baron's most serious rivals in the comedy line will be the Marx Brothers. Groucho and Chico have an advantage over The Baron. Their faces, so often projected on the silver screen, are familiar to almost every American. The radio audience can vividly imagine their mad antics as it hears their voices. They are certainly scheduled for consideration as the outstanding stars of the new year. On the other hand, the Marx Brothers are not heard on as many stations as The Baron's program.

Don't Forget Jolson

When you discuss the stars of 1933 you cannot overlook the great singer who can make his voice tear at your heart strings and stir your emotions with greater facility than any entertainer—Al Jolson. It is a trifle odd to speak of Jolson as a new star, yet new he is—to radio. With all his vast stage and film experience, Jolson was as nervous as any amateur tyro when he faced the microphone for the first time. He had reason to be nervous. Others, with reputations almost as mighty as his own, had proved dismal failures in front of the little, inanimate black box. But Jolson's showmanship, his sheer vivid ability, carried him through. After his first broadcast from the New York studios (his initial efforts came from the west coast) there was never any doubt as to his certain success. Mike Porter, *RADIO GUIDE's* columnist, believes that Jolson will be "top man" in radio within five weeks.

The Newscasters

In one division of this vast entertainment field are we able to pick the leaders of 1933 with a good degree of certainty. That is the radio reporters, the newscasters. We predict that Edwin C. Hill, of Columbia, and Charles Frances (Socker) Coe, of NBC, will be the outstanding air reporters of 1933. Coe is a brilliant sports reporter and crime expert. Hill is an experienced newspaperman whose vivid human interest yarns have for years delighted readers of the *New York Sun*.

Both Coe and Hill are nationally-known writers, in contrast with a good many newscasters of past seasons. They are older, more experienced, than the average radio reporter, and their choice of colorful language, even when ad libbing, is remarkable.

In picking the stellar newscasters of 1933 it is impossible to overlook three Chicagoans whose descriptions of the World Series of 1932 created a definite impression with the broadcasting executives. Pat Flanagan, Hal Totten and Bob Elson also may reach the top, alongside, or in the van of Husing and McNamee in the new year.

Picking the Wampas

We come now to the younger generation, the "Wampas Stars" of radio. On their shoulders rests the responsibility of maintaining and eclipsing the standard of enter-



Peggy Healy and Al Dary, Whiteman's finds

tainment set by the stars of '32. From their ranks will be drawn the luminaries who, in broadcast after broadcast, will be called upon to keep tens of millions close to their receivers.

Their voices will be asked to sell everything from automobiles to perfume, and it is not too far fetched to say that the wheels of factories will turn in direct ratio to their ability as entertainers.

First—and we name him first because he seems scheduled to become the outstanding singing find of 1933—is Little Jackie Heller. Barely five feet tall, he is in his twenties, and just coming into national prominence. His tenor voice is as vibrant and clear and stirring as anything that has ever come through a loudspeaker. He is, along with another young singing find, Pat Kennedy, a vocalist with Ben Bernie's Orchestra. Bernie has him under a two year contract, and the canny Old Maestro is keeping him more or less under cover, because whatever sponsor bids for the services of Little Jackie Heller, he will have to bid high—very high. Just as a wise manager pits a future champion against set-ups in the early part of his career, so Bernie trains Jackie Heller. He is heard on two morning broadcasts a week. Rarely, if ever, does Bernie let him sing when the orchestra is on the air.

It is no secret that the NBC publicity chiefs are grooming Jackie Heller for a smashing "build up." The youngster was born in Pittsburgh. At fifteen he was selling newspapers, and singing on street corners for "throw money"—quarters and halves. When Jackie Heller was eighteen Eddie Cantor visited Pittsburgh. He discovered Jackie and brought him to New York. There, until four months ago, he sang in cabarets and night clubs. When Jackie sings he sits on a high stool. That's what first attracted Bernie. The novelty. He brought him to Chicago and his success has been phenomenal.

He has been only four months on the air, and yet, for Jackie Heller, the sky is the limit. Put him down as 1933's best bet.

Whiteman's Finds

Paul Whiteman ceaselessly searches for new talent, and it would appear that his quest has been rewarded. Watch Peggy Healy and Al Dary. If anything can be certain in the radio world, these two youngsters, scarcely out of their teens, are certainly going to achieve independent stardom. Not only are they fine singers, but they are good looking—and that always helps with the publicity.

And another who combines beauty and ability is Andrea Marsh, the lovely vocalist with Ted Weems' Orchestra who got her big chance when Weems was selected to wield the baton on the Canada Dry hour. Weems and Andrea replaced George Olsen and Ethel Shutta, and Miss Marsh found herself in the unenviable position of following an already popular star. That she filled that place with distinction and ability is reason enough to pick her as a future star of '33.

Two other young girl vocalists who seem destined to go places and do things in '33 are Dorothy Lamour and Dorothy Joyce. They can progress far if properly exploited.

In the Chicago studios of NBC there is a young girl, Mary Steele, whose principal distinction, until a few months ago, was that she took off her shoes when she went on the air. But now bigger and better things, including a big sponsor, are forecast for Miss Steele. It is not impossible that she will reach the heights of Ruth Etting and Kate Smith.

The Build Up

While it is the public which finally decides who shall reign in the palace of stardom, it

is the "build up" which first brings any radio artist to the public's attention. When word comes to the publicity department of a network that a star is to be "built," that department concentrates every energy on the "build up." The writers turn out stories by the ream and quire, and that portion of the publicity which reaches print is responsible for sudden attention being concentrated on any one artist. Knowing this, it would be well, in picking the stars of 1933, to scan the list of those who will be "built up" by the networks.

Columbia is concentrating, among the feminine prospects, on Mary Eastman, and Elizabeth Barthell, contraltos; Harriet Cruise, the torch singer; and Helen O'Reilly, whose name is virtually unknown to the radio public, but who won the Illinois Atwater-Kent auditions. Of these Harriet Cruise and Miss O'Reilly are scheduled for the most attention from the publicity chiefs. It is doubtful if all four will attain real stardom, but it is almost certain that one or two will.

Columbia has an ace in the hole, or four aces, in the Norsemen male quartet. If quartets ever achieve the popularity of individual singers, the Norsemen will be on top. They're good. For honors among the tenors, Columbia is grooming Nino Martini. The best bet of CBS among the orchestra directors is Andre Kostelanetz. He is one of the finest music directors to appear in recent years. CBS believes that Tom Howard has a big future as a comedian. Undoubtedly Tom Howard has an excellent chance for success, although he faces stern competition in his field.

Who Is NBC Pushing?

The National Broadcasting Company has two young actresses which it is pushing to the fore, Adele Harrison and Loretta Poynton. With drama consuming more and more air time, this pair is almost certainly slated for honors in the new year.

Among its girl singers, NBC is pushing Lee Wiley, the southern songbird; Fay Wray, a blues singer; and Greta Keller, the Viennese songstress. But watch for Louise Bernhardt, the opera singer, who is scheduled to star in the National Grand Opera Company. We freely predict that hers will be the outstanding radio opera voice of the year. In the field of lighter music, Evelyn Herbert, star of the operetta stage, is due for bigger things. Her sparkling voice will probably capture radio stardom in 1933.

Lee Wiley is getting a big chance with Willard Robison's orchestra, which has just returned to the NBC air waves. Her showing with this group will determine her chances for the new year.

Evelyn Herbert's vivid portrayal of musical comedy hits has been heard on the Magic Carpet broadcasts recently, accompanied by Robert Halliday. She is being watched closely by those who deal out the contracts.

There May Be Others

NBC is grooming three male singers, besides Jackie Heller, for big sponsors. Norman Cordon, a bass, is popularizing his type of singing, and Cyril Pitts and Dick Teela are striving for the honors held by Downey and Vallee.

Of course there are others. Some perhaps, have never appeared before the microphone. Some may be languishing in the studios of obscure stations. And suddenly they may leap past all those we have named, and attain instant and overwhelming popularity.

But from past performances, and in the opinion of those who dictate the star-building policies of the networks, those named will reach the heights where both fan mail and dollars are counted by the thousands a week. At least they have the best chance. Will they make the most of it?

—Pat Frank

Part 2

Radio Guide

Christmas Anniversary Number

Radio Guide wishes success, happiness, and Yuletide good cheer to its readers and friends.



Network Heads Congratulate Guide

Radio Aims Told By William Paley

BY WILLIAM S. PALEY
(President of CBS)

THE last year has witnessed a succession of unflagging efforts on the part of radio broadcasters to provide entertainment of greater variety and higher quality than ever before presented. The best in symphonic music, the smartest in comedy and the most significant in informative and educational material—all these have been brought before the microphone, and the response of the nation's radio audience has demonstrated that these efforts were well spent.

With the return of the New York Philharmonic-Symphony Orchestra to the Columbia network this fall, after its usual summer vacation, a growing audience for this type of music was definitely indicated. An additional quota of symphonic music was provided in the special sustaining series of broadcasts by the Philadelphia Orchestra in addition to its sponsored group.

While programs of concert hall type have been enjoying this increasing vogue, entertainment of the lighter sort has retained its popularity, and the leading comedians, singers and dance orchestras of the air have been gaining ever wider renown. The actors and actresses of dramatic programs also have won for themselves new places in the esteem of the radio audience.

Such wide-spread interest in the artists who people the kaleidoscopic scene of radio, naturally evokes requests for information concerning them. How they go about their work, how they live; what they like or dislike is of interest to every radio set owner. Newspapers generally and well-edited publications dedicated to radio specifically, serve this purpose. Among the latter is RADIO GUIDE, and to this publication, on the completion of its first year of service, we of the Columbia Broadcasting System extend our hearty congratulations. Its growth constitutes solid evidence of public interest in broadcasting. We wish for both the publication and its staff a long continued career of usefulness.

Charge Monopoly In New Radio Suit

Washington, D. C.—An echo of the recent "radio trust" fight, recently settled by consent decree when Radio Corporation of America was separated from its parent organizations, the General Electric and Westinghouse companies, has been heard from the West where the Lansing Manufacturing Co., of Los Angeles, makers of loud speakers, has filed suit charging an illegal monopoly against the Magnavox Co., Fort Wayne, Ind.; Utah Radio Products Co., Chicago; Jensen Radio Manufacturing Co., Chicago, and Lektophone Corp., Jersey City.



WILLIAM S. PALEY



MERLIN H. AYLESWORTH

Aylesworth Sends Greetings of NBC

BY MERLIN H. AYLESWORTH
(President of NBC)

IT IS a pleasure to extend birthday congratulations to RADIO GUIDE on behalf of the National Broadcasting Company. One year is a remarkably short time for a publication to win such wide popularity. This success reflects the enterprising ability of the organization which has registered a new publication so conspicuously with the public.

RADIO GUIDE performs a particularly admirable service by presenting to listeners a weekly survey of what is on the air. The National Broadcasting Company is appreciative of this cooperation in acquainting people everywhere with the programs we are offering on our two networks.

Localization of RADIO GUIDE's circulation in various sections undoubtedly has an important bearing upon its growth. News of special interest to each region is supplied with consequent advantage to local stations. There also is presented a general picture of radio in its greater aspects as a national institution providing entertainment, information and instruction.

The success of RADIO GUIDE points to the continuously increasing interest in broadcasting. Listeners to radio also are readers about it. They want to be informed as to what may be heard. They enjoy meeting broadcasting personalities in print and pictures. They are eager to learn everything that goes to make up this giant young force which has come to figure so vividly in the daily life of America's millions.

Because RADIO GUIDE aims to fill a public demand, I predict for it a long succession of happy anniversaries.

Radio Commission "Outlaws" Station

Washington, D. C.—Pressing forward in its determination to wipe out "outlaw" radio stations, the Federal Radio Commission has revoked the station and operator's license of Jack Berman, 194 Columbia Road, Boston, who has been adjudged an "improper person" to operate any amateur station.

The commission found grounds for eliminating his stations WIBGW and WIEVT from the rolls because he pleaded guilty on October 21 to violating the tariff and prohibition acts in United States district court at Portland, Maine, where he was sentenced to four months imprisonment but given suspended sentence on a three year probation.

Berman, who is alleged to have been radio operator on the rum runners Grace Marie and Theresa Marie out of Yarmouth from 1928 to 1932, secured licenses for two amateur stations, one of which he is to have operated recently from 60 Fayston St., Roxbury, in violation of regulations which specified his home address.

Guide Lists Outstanding Broadcasts of Past Year

FROM the bottom of the sea, the earthquake trembling shores of Cuba, the war torn battlefields of Manchuria, from Geneva and almost every world capital, from two convention halls and Congress, where the vital prohibition question focused all ears—came the stuff from which the principal broadcasts of the National Broadcasting Company and the Columbia Broadcasting System for 1932 were made.

Almost a hundred thousand programs employing three-quarters of a million speakers, artists and musicians were brought to American homes by the networks during the past twelve months, according to Merlin H. Aylesworth and William S. Paley, respective presidents of NBC and CBS.

Because 1932 was such an interesting and important radio year, RADIO GUIDE asked CBS and NBC to tabulate what they considered their greatest and most novel broadcasts. Some of these that most readers will recall with pleasure were:

January

- 9—Metropolitan Opera opens regular series, NBC.
- 20—Gen. Shigeru Honjo, Japanese commander in Manchuria, explains Japanese position to America, NBC.
- 24—Scandinavian relay from Norway, Sweden and Denmark, CBS.
- 30-31—Geneva Disarmament Conference broadcasts from Switzerland with leading delegates speaking, CBS, NBC.

February

- 2—Philadelphia zoo groundhog's debut, CBS.
- 3—Santiago, Cuba, earthquake described while earth still trembled, CBS.
- 4—Winter Olympic games, NBC, CBS.
- 12—Gaius Paddock, friend of Lincoln, talks over NBC; Lady Simon and Dito Grandi eulogize Lincoln from abroad, CBS.
- 17—Harvard president, A. Lawrence Lowell, first broadcast, NBC.
- 18—Part of opera "Capponsachi" from Freiburg, Germany, CBS.
- 19—Opera "Das Herz" from Berlin, Germany, NBC.
- 21—Mrs. Chas. A. Lindbergh pleads for China flood relief, NBC.
- 22—International Washington birthday programs, CBS, NBC.
- 23—Description of National Ping Pong Tournament, CBS.
- 26—Judge Samuel Seabury talks on investigation, CBS.

March

- 4—Lindbergh kidnaping flash and coverage, NBC, CBS.
- 5—Bishop Manning, Rabbi Wise and Father Coughlin unite in appeal for return of

Lindbergh child, CBS.

10—President Von Hindenburg speaks on eve of German elections, NBC; funeral services for John Phillip Sousa, CBS.

13—German election returns, NBC, CBS.

18—Grand National Steeplechase from Aintree, England, NBC.

23—J. P. Morgan debut with appeal for "block-aid," NBC; tenebrae service from St. Peter's Church in Rome, CBS.

27—Easter services from Vienna, NBC, and Rome, CBS.

April

3—Pope Pius XI in beatification service at Vatican, CBS, NBC.

10—German run-off election reports, NBC; demonstration of radio communication between three airmail planes, in East, Midwest and Far West, NBC.

17—Dr. Eckener talks from Germany before taking off with Graf Zeppelin for South America, NBC.

19—Gov. Ely (Mass.), on anniversary of battle of Concord, fires shot heard around the world by radio relay, NBC; Julian Huxley talks from London on "Darwin and Evolution," CBS.

23—Prince of Wales dedicates Shakespeare Memorial Theater at Stratford-on-Avon, NBC.

27—First broadcast of entertainment program from moving railroad train between Washington and Baltimore, CBS.

30—Prince George's speech before Royal Academy, CBS.

May

1—London, Paris, Berlin and New York join to observe seventh anniversary of Hebrew University, Jerusalem, NBC; Alice Hargreaves, original Alice in Wonderland, talks, CBS.

2—Two-piano recital from transport plane over New York, CBS.

7—Running of Kentucky Derby, NBC, CBS.

14—International relays observe F. B.

(Continued on Page Eight)

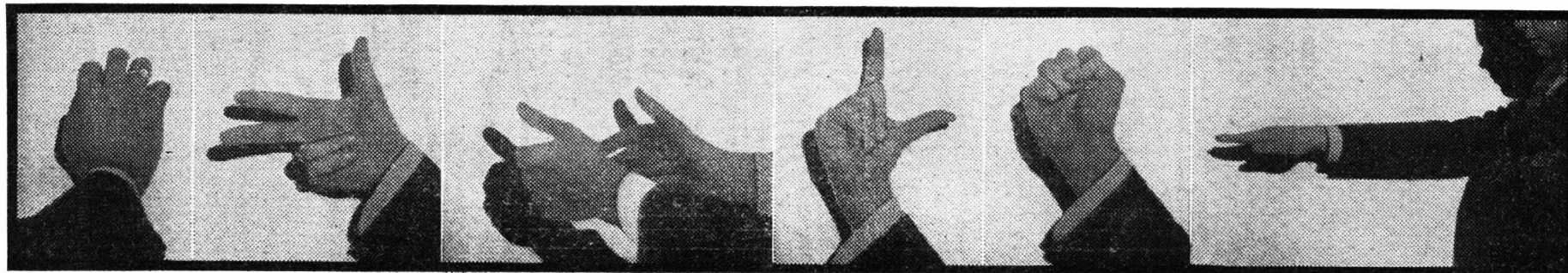


Season's Greetings



Ruth Etting

Sign Language Rules Your Radio Entertainment



Fadeout

Cut Program

Move Closer to Mike

Announcement

Stop Music

Cut Program after Fadeout

SIGN language, most primitive means of communication, is also the most modern! At least, sign language is an important ally to every broadcast program, and that should bring it up to date considerably.

Signals with the hand have become necessary in the making of a studio program because audible signals would be picked up and broadcast by the ever alert microphones. They hear everything. Yet orders must be given to the artists, actors, musicians. So it is that sign language has been developed by the studio directors of the National Broadcasting Company to give these orders silently.

Visitors at the studios observing the gesticulations of announcers and directors would be convinced that they were catching the staid radio folk in a bit of tomfoolery. Not so. The combination of deaf and dumb language with setting-up exercises has a very businesslike purpose.

IT is employed to tell the bass drum player to "tone down," the flute player to "move closer to the microphone," to make that crooner "turn to the mike" and order all to "speed up the show" when a program is running overtime. Six of the most important signals, now universal language in Columbia, NBC and many local station studios, are illustrated on this page.

A finger planted firmly against the side of the nose tells the welcome news that the program is running according to time schedule. Less pleasant word is conveyed by two fingers worked in a shearing motion (second hand from left) which call for a cut in a program which is running overtime. A hand extended with fist closed except for thumb and forefinger which are pointing at right angles means that "local station announcement" is being made and all should remain quiet (fourth hand).

In chain or network broadcasting, synchronization of networks is an important

starting point for all programs. When the network is synchronized, it means that the chain of stations to carry the next feature have all been connected together and all is ready. The signal that networks are synchronized is crossing the fingers of one hand against those of the other.

ORCHESTRA musicians know that they should move closer to the microphone when they see the outspread fingers of an upheld hand drawn inward. But so would you, for isn't that the usually "beckon"? Or, if the leader of the orchestra sees the program production man waving his hand in circles, he knows that he should speed up; the program is lagging. Hands lowered with the palms turned down say that the orchestra should play or singer sing more softly. Hands raised repeatedly mean "raise the level" or in everyday English, to play, sing or speak louder.

A half closed hand (first from left in picture), as if it were clutching an imaginary knob, asks the engineers or control room men to "fadeout" or taper off the program with diminishing volume. An arm extended straight out following the latter signal then tells the engineers to cut the program dead (sixth picture from left). Hands drawn slowly together with thumbs up and finger

turned in means for the artist to move nearer the microphone (third picture from left). The reverse of this signal, of course, means to move away from the mike.

Explaining studio mechanics a bit more, the "control room" is a soundproof glass-windowed listening room adjoining the studio. In the control room are the engineer before his volume control dials and the production man who uses the signals to direct the program through the glass. The latter may dash into the studio to move an uninitiated artist closer to the microphone or whisper to the director of the orchestra. But he also uses the sign language in the studio. It is silent and convenient.

On one occasion an actor who knew the signals was broadcasting over NBC with his wife who hadn't learned them. He saw the signal, "speed up," and forgetfully turned to his wife and said, "Talk faster, my dear!" Of course, listeners heard him and wondered what it was all about. On other occasions guest speakers have stopped in the midst of their broadcasts to inquire about the hand

signals. Now strangers are told in advance what the signals mean, or often written notes are substituted in order to avoid confusion.

Despite flashing lights, silent telautographs and other mechanical communicating systems installed in the up-to-date studios, the sign language still predominates. It is more flexible, faster and foolproof, the station and network employees declare, so the queer hand and arm manipulations continue.

By Rhoades Collins

Al Boasberg

SEASON'S GREETINGS

MERRY XMAS
CYRIL PITTS
N. B. C.

"Here We Are"
LES ARTIE
REIS & DUNN
THE WANDERING MINSTRELS
OF C.B.S.
EXTENDS SEASON'S GREETINGS



CONGRATULATIONS
TO
RADIO GUIDE

HOLIDAY
GREETINGS
TO EVERYBODY

MORTON DOWNEY
Popular Star of Radio, Stage and Screen
— CURRENTLY —

WABC—WOODBURY'S EVERY FRIDAY 9:30 P.M.
COLUMBIA—SUSTAINING—EVERY MON.-WED.-SAT.

Co-Starring with
Paul Whiteman

CAPITOL THEATRE—N.Y.C. This Week!

UNIVERSAL SHORTS—"AMERICAN COMPOSER SERIES"
CENTRAL PARK CASINO NIGHTLY—BRUNSWICK RECORDS

FERDE GROFE'

MERRY CHRISTMAS TO ALL
LAWRENCE SALERNO
WGN
CHICAGO

Season's Greetings to Our Many Friends
from
TONY & JOE
(The Two High-Talians)
Station W.C.F.L. Mon., Wed., Sat. 7 P.M.
Continuity by Arthur Van Slyke

Greetings
THE COMMODORES
N. B. C.

GUY LOMBARDO'S
ROYAL CANADIANS
NIGHTLY
ROOSEVELT HOTEL
Madison Avenue, at 46th
NEW YORK CITY

This
MERRY
CHRISTMAS
Comes to You
through the
Courtesy of
FRED ALLEN'S
LINIT BATH
CLUB REVUE
Sunday Nights
at Nine
WABC
Personal Manager
WALTER BACHELOR

Short Wave and DX

F. B. HETHERINGTON of Indianapolis, Indiana, tells us that the American Telephone and Telegraph Company is building a group of stations at Hialeah, Florida, on the outskirts of Miami, to extend telephone service to Panama, Canal Zone, Honduras, Nicaragua, Costa Rica, Colombia, Venezuela and the Bahamas. Operations on the five sending and receiving antennas will begin some time around the first of the New Year.

Nick Gang of Long Island City writes us that he has heard a Goodyear Blimp near 65 meters.

W. A. Roberts, Leicester, England gives us some tips on identifying stations. HVJ opens and closes their programs with "Laudatur Jesus Christus" and a metronome (60 beats per minute) as a background. Moscow closes their programs with playing "Internationale" and chimes from the Kremlin. They also often use several piano notes between selections. OXY uses a musical phrase of fourteen notes on a piano.

Chicago, Illinois

Dear DX Editor:

Whoopie, and three cheers to you for reinstating the DX page in the GUIDE. Maybe I ought to give you a Christmas present for that. You don't know how us DXers missed that page. That's what I call starting the New Year right. I'll spread the news to all the DXers I know, even as far as Hawaii.

How many of you DXers heard station KSAC of Manhattan, Kansas on 580 kcs., December 10, 1932, and what did you like about them? The way they announced their call letters; they gave them twice everytime they played a selection. I hope some of the station managers read this and put their calls on like KSAC does.

How many DXers heard this new Mexican station on 885 kcs. He is XEPN at Piedras Negras, Coah, Mexico. He's on every night from 8 to 11 (CST) with 100,000 watts; he uses the slogan "The Voice of the Western Hemisphere."

Fred Littwitz

Troy Grove, Illinois

DX Editor:

KOIL, Council Bluffs, and Omaha, 1260 kc., 1000 watts, broadcasts a DX program beginning at midnight (CST) every Saturday morning. Letters received from DX listeners are read, and numbers on the musical program dedicated to them. It's no trick at all to pick this station up in central U. S. and they are reaching out pretty well, reports from Alaska and New Zealand being read on their program this morning.

KGEK, Yuma, Colo., 1200 kc., 100 watts, broadcasts a DX program every Friday night, from 11:30 to 1:30 (Mountain Time). Program consists of musical numbers and letters from listeners, and they come in swell. If you've never heard a fairly distant 100-watter, try this one.

XEPN, Piedras Negras, Mexico, 885 kc., 75,000 watts, is a new Mexican station that comes in good. Listeners in central U. S. who do not possess sufficiently selective sets can hear this station after WENR signs off at 1 a. m. (CST), at which time XEPN usually features a seer by the name of Abra. XEPN is a very new station and is listed in only the latest radio logs.

Ray H. Zorn

JACK BENNY

"Canada Dry Program"



GROUCHO AND CHICO MARX

On the Air for

THE STANDARD OIL COMPANY
of New Jersey

WJZ

EVERY MONDAY

7:30 P.M.

*The Old Maestro and all the lads
wish all youse guys and gals the
best of everything.*

Ben Benny

'Public Must Be Pleased'

By Harold A. LaFount

Mr. LaFount, Acting Chairman of the Federal Radio Commission, who indirectly controls the policies of the entire American broadcasting system, has written this article especially for RADIO GUIDE. It throws a new light on the air millenium which the Radio Commission is seeking, and indicates that the first thing every broadcaster should strive for is to please the public.

COMMERCIAL broadcasting re-presents a new major industry. The struggle now is not to obtain a "place in the sun" but "a place in the air," and the battle is a merry one. It will end, of course, with the survival of the fittest.

All this is due to the advent of radio by which electric impulses are transmitted and received through the air, or more properly, through some mysterious agency which we call "ether." That we must control that "ether" goes without saying.

Under the old common law, property owners claimed their rights extended to the sky and the center of the earth. Modern sciences, inventions and discoveries have changed all this. Nations have found it necessary especially to assume rigid control over the air so that this marvelous science or art, which we call radio, might be fully utilized as a blessing to all mankind.

Long ago the Government assumed control over such natural resources as navigable streams, mineral lands, forests for park purposes and the like, so that all our people might share them on an equal footing. Only recently have we found it necessary to nationalize and commercialize our greatest natural resource, the air.

When the Commission was created there were 735 broadcasting stations on the air, using any frequency or channel they desired, with no restrictions as to power or time of operation. By its rigid rules and regulations many of these stations were forced to quit while others were closed down summarily by the Commission on the ground that they were not being operated in the public interest.

Important Decisions

FROM its inception the Commission has fully realized its grave responsibilities and the importance of its decisions. It had no precedents to guide it, and as trail blazers it moved cautiously in this new field of human endeavor. The welfare of listeners has been the paramount consideration in all allocations. After years of extensive study, aided by a competent staff of experts, the Commission adopted many basic plans and policies on which is being builded a radio structure which we believe will endure and will prove to be an everlasting blessing to our people.

We have directed much of our attention to broadcasting because in this field the people are keenly interested, providing, as it does, great possibilities for education, inspiration, entertainment and contentment.

Broadcasting presented to the Commission many interesting, intricate and delicate questions. For instance, under the Radio Act the Commission has no right of censorship over programs. Yet when any one is denied the use of a station to "denounce or deride," he and his followers blast the Commission with protests demanding revocation of the license of that station.

The Court of Appeals of the District of Columbia, to whom parties who have been denied radio privileges by the Commission may appeal for review, have rendered several important decisions recently clarifying and emphasizing the Commission's powers and prerogatives.

In a striking opinion the Court held that, while the Commission has no right of censorship, the old precept prevails in radio that "By their fruits ye shall know them," and pointed out that in considering applications for renewal of license the Commission



Harold A. LaFount

is duty bound to take into consideration the kind of programs rendered in deciding the public service of the station.

On Free Speech

In a more recent decision, the Court pointed out in forceful language that the constitutional guarantee of free speech does not give radio station operators carte blanche to broadcast anything they wish, however vicious or vitriolic it may be.

Only a few years ago the scientific development of radio gave the world a new startling means of communication. The use of this extremely important development and its effects upon our social and commercial lives was not considered, particularly for the reason that its importance was not appreciated. It was little more than a new toy. However, its use and power soon became apparent, engineers succeeded in improving transmitting and receiving equipment, and other armies of energetic men and women undertook the development of its uses.

The response of the public was phenomenal. Millions purchased receiving sets, and as the potential listening audience grew so also did the demand for radio broadcasting stations, until practically every community in the United States either had or wanted transmitting facilities. It was at this time, and under these conditions that Congress wisely passed the Radio Law, which provided supervision heretofore lacking. Broadcasters almost immediately sensed their responsibility to operate in the public interest.

A Change Is Coming

The so-called American system, being competitive, required initiative, for admittedly it is a difficult task to satisfy all of the listening public.

But since the mandate of Congress was that broadcasters must operate in the public interest, obviously the people were to decide what use should be made of the facilities made available to the license by the Government. It will be remembered that no authority was given the Federal Radio Com-

mission, or anyone else for that matter, to decide the character of programs to be broadcast.

It seemed for a time that the demand on the part of the public was for ballyhoo, jazz, etc. It was not long, however, before the thinking people demanded a change. Different communities had different ideas, consequently no set rule could be followed by broadcasters. Their problem was and still is to satisfy the listeners residing in their good service area. In some localities a large number of the listeners insisted that quoting of prices being paid for farm products was very beneficial to them. Others, living some distance from trade centers, wanted to know the prices of merchandise offered by different merchants. Some cities wanted jazz, other communities grand opera, until it became very evident that the broadcaster must study the needs of his own particular listening audience. Influenced by public demand for diversified programs there has evolved a system, which provides a major portion of the listeners in this country with a choice of from six to ten programs, some of which originate locally while others originate in metropolitan centers.

Programs Must Appeal

Broadcasters must know and understand their listeners and present programs which appeal to them. It should be comparatively easy for a broadcaster to feel the pulse of his audience. The American people are not slow in making known in various forms their likes and dislikes. Broadcasters must know that the majority of their listeners are right, and if mail, telephone calls and comments indicate public disapproval of any particular program it should be taken off the air. Only in this way can the public be served and good will developed and maintained.

We live as if in one room, where breezes no longer whisper but shout. There needs to be no silence, no really aloof or primitive people. Science has succeeded in its effort to make a community of mankind. Think what it means to have nearly half our homes equipped to listen to the same program at the same time! Think of its effect upon the other half of the population, who are slowly being drawn into this national audience.

Because of the variety of program material available, families can exist on widely separated planes of taste and intellectual interests and likewise, regardless of income, social standing, or character of home, millions actually can spend the evening together. Karl Marx certainly never thought of anything so socializing as radio.

Improvements Near

With the Government insisting upon ultra-modern transmitting equipment, with the competition of manufacturers to produce receiving sets that will perfectly reproduce that which is broadcast, and with the great array of executives, artists and technicians engaged in the preparation and presentation of program material, we can expect many improvements in the near future. From a program standpoint, perhaps the great variety of material now made available, including international broadcasts, is the most important development; however, many listeners are interested to know that some broadcasters are now requiring their announcers to discontinue horse-play and familiarity, and to address a family in its own home rather than emulate the ticket seller for a circus side-show.

Although the listening audience may be large, it consists of a number of family units, who should be addressed as a family, and the announcer should rather assume the attitude of a guest in the living room rather than the roll of a master of ceremonies in the theater.

Networks Schedule Xmas Broadcasts

CHRISTMAS—1932. Christmas on a Sunday at the very end of the worst depression year history has known.

The world always has arisen on Christmas to alleviate suffering, and to spread gladsome tidings. This year, handicapped as they are, Americans have done nobly in the worthy cause of philanthropy. Special Christmas funds will supply food, clothes, necessities, and as much of Christmas cheer as money will buy.

But this year will see something else, something that could not possibly have happened in previous seasons. Actual happiness, the real Yuletide cheer, will be brought right into forty million American homes, and diffused through forty million different radio loud-speakers, by the two great broadcasting chains.

Every facility available to the two networks will be extended to the utmost; scattered over this globe, technicians and their gangs of workmen will labor tirelessly. And American families, many poor as far as worldly means are considered, will sit back Christmas Eve and enjoy a Christmas never before known to history.

Millionaires in their mansions; ex-millionaires in tawdry boarding houses; white-collar workers in their mortgaged residences, and homeless unemployed listening in at relief stations, to all of these the real meaning of Christmas will be vividly portrayed over the ether in such diversity as must appeal in some manner to everyone. For the faithful will come a special midnight mass from the Cathedral of Notre Dame; for children a Santa Claus with a lapel "mike" will interview grade school pupils as they come from class-rooms; for music-lovers, countless carols, oratorios, hymns; for readers and play-goers, such productions as Dickens' "Christmas Carol."

Use Short Waves

BOTH chains, the National Broadcasting Company and the Columbia Broadcasting System, are utilizing short-waves and remote control in bringing greetings and features from Europe.

NBC plans to bring two features from Germany and one from England, Saturday, December 24. The "German" bell at Cologne, formerly named for the Kaiser, will ring out over two continents at 12:30 p. m. Christmas Eve, at 7:30 p. m. Rapel Walzer, the Arch Abbot of the ancient Benedictine Monastery in Beuron, on the South Danube, will send greetings to America in a short address in English, and the monastic chant, strangely unfamiliar in this age, is to be picked up. The centuries-old bells of the abbey will conclude the program.

Cambridge, Kings College, one of the oldest seats of learning in the world, will also spread Christmas tidings, when NBC relays special carols from London earlier Saturday morning, at 7:30 a. m.

The first formal recognition of the greatest birthday anniversary in Christendom will be broadcast with Columbia's presentation of the solemn rite of midnight mass at the Cathedral of Notre Dame, Paris. It may be midnight in Paris then, but this program will not reach us until 7:30 p. m. the day before Christmas. And more Christmas carols, sung

POETRY FOR XMAS

Edna St. Vincent Millay, called by many America's outstanding poet of today, will broadcast a series of programs of her own works, starting Christmas day, over NBC. The Christmas broadcast, in which she will read some of her favorite poems, is scheduled for 10 p. m.

by children in London, Paris, and Berlin on Christmas day are to conclude, at a later hour, the European talent brought into American homes on these great broadcasts.

Santa On Air

CHRISTMAS wouldn't be Christmas without Santa Claus, so both chains will have theirs. Columbia's Chase Taylor, better known as Col. Stoopnagle, donned the red knickers, flowing white beard and regulation Salvation Army paraphernalia, and, with Ted Husing, Columbia's dean of sports announcers, stalked New York streets until he came to a grade school. There he stopped various children as they issued from classes, placed them upon St. Nicholas' proverbial ample knee, and gave to the country, through Ted Husing's "lapel" mike, a list of each child's desires for Christmas presents, and the simply couched impression Young America carries of its big season. This is timed for 3:15 p. m. EST, Tuesday, December 20, through WABC, WBBM.

The message of President Hoover will be carried by both chains at 5 p. m. Saturday, December 24. This program is listed as the "Annual Lighting of the Capital Christmas Tree," in releases of both Columbia and NBC, but the lighting of the tree is only incidental. Besides President Hoover's message, the Marine Band and a chorus singing appropriate music will provide background. A coast-to-coast list of stations is already making preparations to give it to their local fans.

Even the immigration station at Ellis Island, New York City, will celebrate Christmas, and NBC is to bring this as a special feature at 2 p. m. Saturday, December 24, through WEAJ and others. Before this, however, a Hartford chorus of mixed voices will present the "Star in the East," an oratorio, at 1 p. m. Saturday, and the New York Democrats plan to broadcast their Christmas party at 3 p. m. Saturday. WEAJ will carry

special messages from President-Elect Roosevelt and Governor-Elect Lehman of New York during these ceremonies.

NBC's Santa Claus will be "Jolly" Bill Steinke, and he is to come on at 6 p. m. Ray Knight, the well-known "Cuckoo" man, will put a humorous touch into the matter with his "Cuckoo Christmas" special, as a part of the regular "Cuckoo" broadcast at 7:30 p. m. Saturday. This, too, is NBC, as is the feature, "Christmas Whoopee," at 10 p. m.

Both chains will dramatize Dickens' "Christmas Carol," Christmas Eve. Tom Terriss and an NBC supporting cast send it out through WJZ and the network at 9:30 p. m. and Columbia swings into its real Christmas Eve celebration with the play at 10:15 p. m.

Yuletide will be modernized by one of the best known exponents of present-day music, Morton Downey. He will revive "Dancing Christmas Memories" with the assistance of Freddie Rich's orchestra at 11 p. m. over Columbia.

Christmas day itself will be rung in with proper celebration by both chains. NBC broadcasts the Trinity Church chimes beginning at 11:55 p. m. Columbia presents a full hour of carol service, at midnight.

At 9 a. m. Christmas day, children will be feted over NBC. A vocal and instrumental concert, with recitations and dramatic readings will be combined into the "Christmas Carol of the Forests," under the direction of Milton J. Cross. The Chicago A. Capella choir, Noble Cain director, will be heard through NBC at 4 p. m. And the regular "National Vespers" program, NBC, at 5 p. m. will feature a Christmas sermon by Dr. Harry Emerson Fosdick.

THE SHADOW
GREET'S YOU
FRANK READICK

GREETINGS

"those husings"

HARRY SOSNIK

Composer—Conductor—Arranger

Pennzoil Melody Parade

Phoenix Hosiery Program

Miracul Wax Program

C.B.S. Network

MANAGEMENT MUSIC CORPORATION OF AMERICA

MERRY XMAS

RUSS COLUMBO

PAUL WHITEMAN

AND HIS ORCHESTRA APPEAR NIGHTLY AT THE BILTMORE

Merry Xmas

JACK BROOKS

WBBM — CBS

And An Extra-Special One to Rossie

Christmas Greetings and Much Happiness
for the Coming Year

MARK FISHER

Now Playing with His Orchestra at the
EDGEWATER BEACH HOTEL IN CHICAGO
Broadcasts over KYW and the NBC Network

Just the Usual Season's Greetings

ABE LYMAN

AND HIS CALIFORNIA ORCHESTRA

CAPITOL THEATRE

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE RADIO PROGRAMS

PARADISE CAFE
The Heart of Broadway



List Outstanding Broadcasts

(Continued from Page Two)

Morse (telegraph inventor) centennial, NBC; New York beer parade, CBS, NBC; Running of Pimlico Preakness, NBC.

18—National High School championship debate, Sioux City, Iowa, CBS; opera "Flying Dutchman" from Covent Garden, London, NBC.

20—Vaudeville bill relay from London, CBS.

21—Amelia Earhart, talks after solo trans-Atlantic flight to England, CBS.

21-22—Socialist party convention from Milwaukee, NBC, CBS.

June

1—English Derby from Epsom Downs, NBC.

2—U. S. Naval Academy commencement, CBS.

3—American vaudeville bill relayed to London, CBS.

14—William Allen White and Nicholas Murray Butler debate prohibition from Chicago, NBC.

14-16—National Republican party convention from Chicago, NBC, CBS.

21—Sharkey-Schmeling heavyweight championship bout, NBC.

23-25—National Open Golf Tourney, NBC.

26—William Cardinal O'Connell addresses Eucharistic Congress in Dublin, NBC.

27-29—National Democratic party convention from Chicago, CBS, NBC.

July

1-2—Governor Franklin D. Roosevelt's arrival in Chicago by plane and acceptance speech, NBC.

3—Ocean City, N. J., marble tournament, CBS.

4—Independence Day observance with relays from Argentina and London, CBS; Prohibition party convention, CBS.

7—Gertrude Ederle's aquaplane ride down Hudson River, CBS.

9—Atlantic City six-day bicycle race, CBS.

11—Talks by crew of yawl "Curlew" rescued after being lost at sea in Bermuda race, CBS.

13—Coney Island fire described from blimp over blazing area, CBS.

14—Griffin and Mattern, on attempted world flight from Berlin, NBC.

21—King Albert of Belgium in relay on Belgian Independence Day, NBC, CBS.

23—Music Festival from Franfort, Germany, CBS.

30—Gov. Roosevelt makes first campaign speech, NBC.

31—Davis Cup matches finals from Paris, CBS.

August

1—Prince of Wales, President Le Brun of France dedicate Franco-British war memorial at Thiepval, France, CBS, NBC.

6—Opening of Welland Ship Canal, NBC, CBS.

11—President Hoover's acceptance speech, CBS, NBC.

11-12—Mayor Walker investigation reports from Albany, N. Y., CBS.

17-19—Prof. Piccard talks to America be-

fore and after his ten-mile ascent to the stratosphere, CBS.

27—National Air Races at Cleveland, NBC.

31—Description of total eclipse of sun, NBC, CBS.

September

1—National Air Races, CBS; Walker Cup Golf Match at Boston, CBS.

3-10—National Amateur Men's Singles Tennis Tourney, CBS, NBC.

3—Kaye Don vs. Gar Wood Speedboat Races on Lake St. Clair, NBC.

5—Thompson air trophy race description, CBS.

11-13—American Legion Convention at Portland, Ore., NBC.

12-17—National Open Golf Tourney at Baltimore, NBC.

17—Belmont Futurity and Jockey Club Gold Cup Races, CBS; Gen. Smedley Butler and Gen John J. O'Ryan Debate Soldiers' Bonus, NBC.

22—William Beebe, enclosed in bathysphere, talks from ocean depths 2200 feet below surface off Bermuda, NBC.

28 on—World Series Baseball Games from New York and Chicago, NBC, CBS.

October

11—Former President Coolidge makes only campaign speech, NBC.

12—New York and Madrid exchange programs, CBS.

15—Marconi, wireless inventor, talks from Rome, on tenth anniversary of Fascist march, NBC.

19—Henry Ford makes campaign speech from factory, NBC.

23—President Motta, of Switzerland, in first relay here, NBC.

27—Theodore Roosevelt, Jr. spans greatest distance in history for radio campaign speech from Philippines, NBC.

29—Boardeaux wine heard flowing into casks at wine harvest at St. Julien, France, CBS.

November

1—First business convention held by radio, CBS.

2—Ted Husing interviews people on streets of New York for first direct radio presidential poll, CBS.

8—Election returns until complete, NBC, CBS.

13—Radio City's first broadcast, NBC; Prince Chimay tells "Why Drink and What," from Paris, CBS.

15—Broadcast of talk between mountain climbers on Pike's Peak, NBC.

25—Vocal solos from blimp flying over New York as unemployed relief fund benefit, CBS.

27—Leon Trotzky addresses America from Copenhagen, Denmark, after long exile, CBS.

29—Alfred E. Smith's debut as singer for charity, CBS.

December

(At time of going to press, complete tabulation of special programs for this month was impossible).

5—Opening sessions of Congress broadcast for first time, NBC, CBS.

6—Ted Husing interviews people on streets of New York regarding return of beer, CBS.

10—Special broadcast from Java, CBS.

SMILIN' ED McCONNELL

AND HIS SPONSORS

ACME PAINT (CBS) ALADDIN LAMP (WLW) AND TUXEDO FEEDS (WLW)

EXTEND HEARTIEST GREETINGS TO RADIO GUIDE ON ITS BIRTHDAY AND RECOMMEND IT TO ALL THE HOMEFOLKS

Season's Greetings
JOSEPH GALLICHIO
 W.M.A.Q. — N.B.C.

Greetings
THE SONGFELLOWS
 W.M.A.Q. — N.B.C.

Merry Christmas
 and
Happy New Year
JANE FROMAN
 W.M.A.Q. — N.B.C.

SEASON'S GREETINGS
JOHNNY HART
 Alias
JACK ARTHUR

GREETINGS
HARRY HORLICK
 and His
A & P GYPSIES
 N.B.C.
TENTH YEAR ON THE AIR

CHRISTMAS GREETINGS
 Ever New
 Sent Across the Air to You
PEGGY HEALY
 With
PAUL WHITEMAN'S
HOTEL BILTMORE ORCHESTRA

Greetings to
America's Radioland
 from
JAN GARBER
 and his
NEW ORCHESTRA
Playing Music
You Never Heard Before
 N.B.C. W.L.W.

Does Radio Need Ballyhoo?

DOES radio need ballyhoo? Will this great industry—still in its infancy—take a page from the book of the movies? And if it does, what will be the result?

It was inevitable that this important question would confront radio magnates sooner or later. But even the word ballyhoo is a bugaboo to studio heads and causes a frantic scurrying to cover. It frightens everyone connected with the radio business.

However, the time may come when ballyhoo will be just as necessary to radio as it is to the theater, the movies, prizefights, football and numerous other public enterprises. Who knows what television will bring?

Let's take the case of the movies. Scores of stars have been helped up the ladder of success with proper—and sometimes improper—publicity. Of course, the big wigs of the motion picture industry use the spotlight of publicity to gain only one end. The personal success of the stars means little to officials other than in its relation to the stars' box office appeal.

Apparently publicity and ballyhoo have paid well at the box office, for they have for a long time been important parts of the routine of announcing new films. Hollywood press agents and public relations counsels will stop at nothing to achieve their ends, whether it be the well-known and trite jewel robberies, or the equally trite kidnaping of stars by desert sheiks.

At present, apparently, ballyhoo has little place in the business of radio. True, every studio and the two larger networks have their public relations departments, but their efforts are confined almost entirely to program information and the spot news concerning the artists.

Whether this condition will have to be changed when television comes into its own, is a matter of speculation that only the public can decide. It will be entirely different when radio artists are visible to the audiences.

In the case of the movies, its pages are studded with the names of stars who were ballyhooed to top positions. Clara Bow, the "It" girl, Tallulah Bankhead, who scored such a success on the English stage, Marlene Dietreich, hailed as a second Garbo, and scores of others too numerous to mention.

THE heights of deft ballyhoo were reached in the case of Clara Bow. A national contest, after the former Brooklyn dentist's attendant had played a bit in "Down to the

Sea in Ships," brought about her being awarded the title of America's "It" girl, with front page stories and pictures in newspapers throughout the land. Elinor Glyn, noted authoress, herself made the selection, but the selection was made after her script for "It" had been sold to the company holding Bow's contract.

Miss Bankhead arrived on these shores fresh from a series of successes on the London stage and the resultant ballyhoo made American film fans eager for her first picture. It is a well-known fact that Miss Bankhead has failed to live up to the public's expectations, and each succeeding flop is followed by the usual excuses from Hollywood. "She was miscast! It was not her type of story!" And anything that will appease a gullible public.

Johnny Mack Brown, former All-America football star at the University of Alabama, Johnny Weismuller and Eleanor Holm, Olympic swimming champions, "Red" Grange and Jack Dempsey, all secured juicy movie contracts on the strength of their athletic prowess and the fact that they were good newspaper copy.

Vaudeville contracts have been tendered wrestlers, fighters, gunmen, transatlantic fliers, murderers and murderesses, champion divers, ball players, and anyone whose name has received sufficient attention from the daily prints. The legitimate theater depends less on ballyhoo than either vaudeville or motion pictures, perhaps because a leading actress or actor must deliver or fall flat regardless of the amount of ballyhoo involved.

Radio officials certainly cannot be accused of employing ballyhoo to date. They are afraid that to do so would result in sacrificing the dignity of their industry—and radio certainly has dignity. Just imagine to what lengths a good, live press agent could go during the recent presidential election, as far as radio is concerned. Yet hardly a night passed during the heat of the campaign when several important statesmen, or one of the two candidates, were not broadcasting.

Formal, dignified press announcements were all that was issued from the press offices of the various studios. The subject was treated in much the same manner as a metropolitan daily paper would handle it. The same is true in the announcements of football, fight, baseball and other broadcasts. Radio is determined to hold its place in the business world and wants no part of the taint or cheapness which ballyhoo might impose upon it.

SEASON'S GREETINGS
THOMAS H. BELVISO
 Music Director, Head NBC
MUSIC LIBRARY, NEW YORK

Season's Greetings
RAMONA
 with Paul Whiteman
Hotel Biltmore,
New York City
 and N.B.C. Network


HOWDY DO FOLKS!
 I Wish You All
A MERRY CHRISTMAS
 AND
A HAPPY NEW YEAR
Carl (Deacon) Moore

SEASON'S GREETINGS
 from
Vaughn DeLeath
First Lady of the Air
 C.B.S.
 Monday 6:30, Wednesday 6:00
 Thursday 5:45, Friday 7:15,
 Saturday 10:45
 E.S.T.
 Appearing in Person
 at
LOEW, R.K.O., FOX
 and
WARNER THEATRES

THE THREE X SISTERS
 C.B.S.
TYDOL JUBILEE
 MON., WED., FRI.
 7:30 P.M. E.S.T.

Personal Management
ED. WOLF
 1450 Broadway

Season's Greetings
 from
JACK PEARL
 the modern Baron Munchausen
Lucky Strike Hour Thursday Night Ten P.M. E.S.T.
 P.S. Cliff (Charlie) Hall Says "Metoo"



Radio Czar Need Wanes, Say Many Broadcasters

By Martin Codel

THEIR ardor somewhat cooled since their enthusiastic convention at St. Louis a month ago, organized American broadcasters are not sure now that what their industry needs is a "czar" of the prominence of Judge Landis of baseball or Will Hays of the movies.

Sentiment now seems to be swaying more toward the idea of selecting a capable man from within their own ranks as executive head of their National Association of Broadcasters. To pick a prominent figure from the outside, it is argued, would increase the association's budget beyond available proportions and, moreover, would be a tacit admission that something is radically wrong with radio that cannot be cured from the inside.

Some Still Seeking

Though certain leading broadcasters still insist that an overlord be appointed for the sake of better self-regulations, others equally as prominent say such a step would be premature at this time. They maintain that public opinion, readily sensed, added to the rigid restrictions already imposed by the Federal Radio Commission, provides sufficient regulation for the present.

They deplore the widespread publicity that was given the "czar" idea, insisting the word is a misnomer.

It is generally agreed, however, that the N. A. B. needs bolstering in the way of leadership, support and increased membership. This is not to impute any criticism of Phillip G. Loucks, youthful managing director of

the N. A. B., who in two years has boosted its membership nearly threefold and who was accorded an enthusiastic vote of confidence at St. Louis.

The proposal is now advanced that Mr. Loucks be assigned to complete the organization, which he built up from a wavering social fraternity, while a paid executive remains in Washington to maintain it and to act as spokesman for all broadcasters against the constant criticisms of those who want government ownership, those who protest that radio is overcommercialized, those who blame it as a competitor or those who simply want wave lengths for themselves.

They want the N. A. B. membership increased from its present 200 stations to perhaps 400, which would embrace about two-thirds of all stations. The present membership includes nearly all the more important stations, but the "big fellows" of radio now want the "little fellows" to join with them in their common cause. One of the bitterest fights now facing broadcasting revolves around copyrights. To conduct that fight the N. A. B. has actually appointed a "czar" in the person of Oswald F. Schuette, noted for his crusade against the "radio trust."

It is no misnomer to label Mr. Schuette a "czar." Only last week he issued an edict to all broadcasters under the "absolute powers in copyright activities" conferred upon him at St. Louis. He ordered a ban on "song plugging" by radio as a reprisal upon the American Society of Composers, Authors and Publishers.



*Christmas joy
for my friends
Radio Friends
Cordially yours
Janice D. [unclear]*



Sunda Love
(Karamenah)



John C. Daly
(Fu Manchu)

SEASON'S GREETINGS

FROM THE

"FU MANCHU" CAST



Bob White
(Dr. Petrie)



Charles Warburton
(Nayland Smith)

THE SEASON'S GREETINGS TO ALL
Congratulations to Radio Guide
Success to Radio City

TED WEEMS AND HIS ORCHESTRA

HOTEL PENNSYLVANIA
(N. B. C.)

CANADA DRY—Twice Weekly
(C. B. S.)

TO ALL OUR FRIENDS

A Merry Christmas

and

A Happy New Year

LEE SIMS & ILOMAY BAILEY

GREETINGS HAL KEMP

SEASON'S
GREETINGS

DEANE JANIS

Soloist with
HAL KEMP'S
BAND

BROWNING MUMMERY
ELLIOTT STEWART
ROBERT GEDDES
NORMAN CORDON
EARL LAWRENCE

SEASON'S GREETINGS

From

THE AMBASSADORS

N. B. C. Quartet



Wishing Everybody

A Merry Christmas and

A Happy New Year

HAROLD STOKES

Musical Director

W.M.A.Q. — N.B.C.

1,000,000 Watt Stations Now Planned by Russians

By Washington Correspondent

WASHINGTON, D. C.—Contrasting with the more or less happen-stance growth of radio in America and the rest of the world in the 35 years or so since Marconi first demonstrated practical wireless telegraphy and in the 12 years since vocal and musical broadcasting was introduced, Soviet Russia has embarked upon a new Five Year Plan of radio development that probably will enable it to catch up with the rest of the world.

Russia's radio, indeed, adapting as it does the best features of the radio arts and sciences of other countries, may within another generation even surpass the remarkable achievements of the United States, England and Germany, hitherto the world leaders in almost every field of radio.

Plans for broadcasting stations with powers ranging from 100,000 to 1,000,000 watts, for something like 1,000 new short-wave stations to furnish an overland long distance radio-telephone service and for schools and laboratories to turn out technicians by the thousands to furnish the manpower for this system—these are some of the features of Russia's tremendous radio scheme described by Dr. Louis Cohen, eminent American radio scientist who has just returned from that country.

National Scheme

THE basic plan of radio development in Russia, according to Dr. Cohen, is to coordinate radio with all other forms of communications and to use radio as it fits best into the national scheme of economy. Dr. Cohen found a tremendous respect in

all quarters for American radio science and especially for the products of American factories, although Russia is buying far less radio equipment from this country than it did up to two years ago, first, because it is now turning out its own equipment on a tremendous scale, and, secondly, because it cannot always get the credit it wants for imports due to the political situation.

Five broadcasting stations of 100,000 watts power have already been built, and 10 more of like power are projected under the new Five Year Plan which began with the anniversary of the Revolution last month. One station of 500,000 watts near Moscow is about to go into operation—the highest powered station in the world. Plans for a 1,000,000 watt station are to be considered at a conference of technicians in Moscow this month. It will be built, Dr. Cohen said, only if it is determined that the potential increased range of listeners with such super-power warrants its erection.

In the United States the maximum power allowed is 50,000 watts, but Europe has several other 100,000 watters like those in Russia (the first of which, incidentally, was an American installation) and there are a few of powers up to 200,000 watts in other European countries.

Reception of radio programs, which Dr. Cohen said are not unlike those in America except that there is no advertising, is now provided through some 3,000,000 so-called "receiving points." These are simply loud speakers installed in assembly halls, at street corners and in some cooperative apartments.

GEORGE DEVRON

GOLDEN VOICED VIOLINIST and his

ORCHESTRA

SECOND

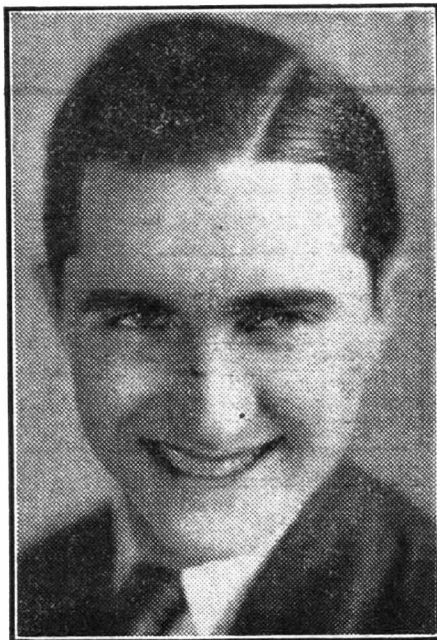
CONSECUTIVE

YEAR AT

STEVENS HOTEL

SECOND CONSECUTIVE SEASON

OPERA CLUB



BROADCASTING

NBC

COMPLIMENTS

of the

SEASON

from

DONALD NOVIS

Charles P. Hughes THE FIRST NIGHTER

Presents

Season's Greetings



June Meredith "Merry Christmas"



Don Ameche "Happy New Year"



Cliff Soubier "Lots O'Luck"



Eric Sagerquist and Orchestra "Happy Days"

Next Week and Every Week Smooth Hands and Smooth Faces

Courtesy of Campana's

ITALIAN BALM

THE ORIGINAL SKIN SOFTENER

HERBIE KAY

Extends THE SEASON'S GREETINGS to Everyone



SEASON'S GREETINGS

ROSE VANDERBOSCH

Staff Pianist K.Y.W.



Season's Greetings

HOWARD NEUMILLER

MUSICAL DIRECTOR and PIANIST

W.B.B.M.

Columbia Broadcasting System

Greetings
EDDIE and RALPH
 SISTERS OF THE SKILLET

SEASON'S GREETINGS
DON PEDRO
 and HIS ORCHESTRA
 TERRACE GARDEN HOTEL MORRISON
 KYW — NBC
 A KENNAWAY ATTRACTION

A Merry Christmas

from

LITTLE ORPHAN ANNIE

SEASON'S GREETINGS

from Your
 FRIDAY NIGHT GUEST
 of the Air

AL JOLSON

10 P.M. (E.S.T.)
 N.B.C. Red Network

Learn About Kilocycles

What is a kilocycle? Listeners come in daily contact with the kilocycle and probably not one in ten understands what this measuring stick—this radio telephone number—means.

In the very first sentence we have come close to the definition. The "frequency" of a station is very like a telephone number. It is the ether roadway of that station, and when we say a station broadcasts on a frequency of 750 kilocycles, we might just as well say that its radio telephone number is 750.

Most modern dials are marked in kilocycles so that it is easy to tune a set to various stations when one knows their kilocycle frequencies. Earlier sets had their dials marked in "meters" and some dials were (and still are) arbitrarily calibrated from 0 to 100 with no relation whatsoever to kilocycles or meters. If a station came in at 22 on the latter type of dial, you marked down number 22 opposite that station's call letters in your list of stations, and would set your dial at 22 the next time you wanted that station.

Meters are related to kilocycles. Here is how. When we say the station broadcasts on 750 kilocycles, what we mean is that 750,000 cycles or complete waves are sent out by that station every second. But how about the meter? Well, the meter is a unit of linear measure just like a foot or a yard. In fact, the meter is just a few inches longer than the English yard. Radio engineers measure the distance from crest to crest of a radio wave (which they can't see) in meters.

Now, the speed a radio wave travels is 186,000 miles or 300,000,000 meters per second. Think of it! So, if we know either the wave length of a station, or the number of waves it sends out each second, we can calculate the other.

Thus, Station A has a 750-kilocycle frequency. Three hundred million meters divided by 750,000 cycles gives a wave length of 400 meters. Station B, our second example, has a wave length of 300 meters, let us say. Then 300,000,000 meters (the distance all radio waves travel in one second) divided by 300 meters (the length of the waves sent out by Station B) equals 1,000,000 waves or cycles. Now a kilocycle is a thousand cycles. So Station B's frequency is 1,000 kilocycles.

Employment Increases In U. S. Radio Plants

Increasing employment in American radio factories is reported by the U. S. Department of Labor, which has just issued statistics showing that October payrolls in 42 reporting radio plants showed 20,650, an increase of 17.2 per cent over September. The weekly payrolls amounted to \$396,202, or 12.2 per cent over September. The October figures, however, are still 28.4 per cent under October of last year.

Honor Radio Scientist

"Avenue du General Ferrie" is the new name of one of Paris' boulevards. It was so named this month in honor of General Ferrie, late chief of the French military radio services and one of the world's outstanding radio scientists.

Where Time Counts

Because Australia is in such a far removed time zone from England, British radio programs relayed via the short waves have relatively few listeners there. The Australians are awaiting development of the projected dominions with programs from the mother system of furnishing British colonies and country by electrical transcription.

ALAN STRATTON
 Announcer WCFL
 Well Here We Are Again and This Time
 Christmas Greetings Plus a Good Ol' New
 Year to All

Greetings to ALL
EDDY HANSON
 (Master Organist of Radio)
 Chicago, Illinois

SEASON'S GREETINGS
BOB BROWN
 NBC

We Don't Know the Music
 But the Words Are
A MERRY CHRISTMAS
 &
A HAPPY NEW YEAR
 TOM, DICK, & HARRY
 CARL HOEFLE

Wishing You a
MERRY CHRISTMAS
 AND A
HAPPY NEW YEAR
IREENE WICKER
 NBC

GREETINGS
PAUL SPECHT
 and His
TYDOL ORCHESTRA
EASTERN COLUMBIA NETWORK
 MONDAY
 WEDNESDAY
 FRIDAY
 7:30 P.M. Now at Home
 22 W. 49th St.
 New York

ELMO RUSS
 of
WMCA
 Wishes You
 A
Merry Christmas

Hello, my friends,
 I've poosh 'em up here;
 An' wish you Merry Christmas,
 And da too Happy New Year.
Tony Cabooch
 and
Jimmie Dew
WLW
 9:30 A.M. Daily } E.S.T.
 9:00 P.M. Friday }
 8:15 P.M. Saturday }
 'Tank you too much—
 You welcome!



Voice of the Listener



Voice of the North

Oak Island Trading Post, Minn.

Dear Sir:
This letter is from the most northern point in the U. S., the Northwest Angle Company in the Lake of the Woods. We are located sixty miles from the nearest mainland, from whence we receive our mail by airplane in the winter and seaplane in the summer. Our only means of communication is by radio, and we sure make good use of radio up here. The country is full of deer, moose, and bear, and we see an occasional caribou. Fishing is the main industry. Now that we have introduced ourselves, we wish to comment on your magazine, and some of the radio programs, as we see them.

We have taken the RADIO GUIDE ever since its first publication, and always enjoy it, and think that it is the best radio magazine published. We sure appreciate both Mr. Plummer's and Mr. Porter's criticisms and bouquets, and think they are well merited.

Wonder what's the matter with the Columbia network that they don't give Tony Wons more time on the air? We consider Tony the most versatile radio artist on the air, but since he left WLS, several years ago, his many talents seem to have been blanketed by the powers that be.

We don't care for Morton Downey and his voice. We would much rather listen to Ruth Etting and Ethel Shutta. A ton of strawberries to both of them. Chalk up another vote for George Olsen. Before we forget it, a train load of luscious strawberries to the editor of RADIO GUIDE, for his fearlessness and good sense in giving the people what they want. A lot of strawberries to Graham McNamee and Ted Husing, but a carload of razzberries for the Katy Line for cutting the time of the "Katy News Reporter."

Lots of strawberries for the Easy Aces, Myrt and Marge, Jack Benny (when he is with Olsen and Ethel Shutta), Rudy Vallee, Ed Wynn, Jack Pearl and Sharley, and a big strawberry tree to Ralph Waldo Emerson. A strawberry bush to the Boswells. Razzberries to Amos 'n' Andy, Clara, Lu 'n' Em, Jolly Bill and Jane, and Ted Collins.

And the rest of our strawberries to Kate Smith (without Ted Collins), Pat Barnes, The Goldbergs, Singing Sam, the March of Time, Cumberland Ridge Runners, Hal O'Halloran, Gene Autry, and the Three Little Maids.

With apologies to Plummer and Porter for all our razzberries and strawberries.
Fred C. Peterson

We're Considering It

Niles, Michigan

Dear Editor:

I think a good many of your readers are growing tired of this constant crabbing about George Olsen and Ethel Shutta and Ted Weems and Andrea Marsh. I think Olsen and Shutta are good but I like the other two better.

Although I have only taken the RADIO GUIDE and like it very much I would suggest you end this crabbing on these two good orchestras and ask your readers to all voice their opinions on all orchestras by having a contest. Throw a "comp" at Art Kassel once in a while. He's great.

Orville Nolan

Hottest Bands

New London, Wis.

Dear Editor:

After reading in last week's RADIO GUIDE the pick of All-American dance bands we decided to pick the hottest bands. Here they are, hotter than Hades: Cab Calloway, Duke Ellington, Louie Armstrong, Earl Hines, Eddie South, Ace Brigode, and Baron Lee.
Bulf and Dan

The Orchestra Choice

Birmingham, Ala.

Voice of the Listener:

Just a line to say I read the GUIDE every week. Especially enjoyed the article about Pat Kennedy and Ben Bernie. Wonder if we couldn't have a write-up about Wayne King soon. My choice of the best orchestras is: Wayne King, Rudy Vallee, Ben Bernie, Vincent Lopez, Ben Pollack, Paul Whiteman, Guy Lombardo, Gus Arnheim, Bernie Cummins, and Ted Weems, in the order of my choice. Would like to see an article about Ben Pollack. Think there is enough variety on the air for everybody.

Mrs. W. W. Vance

Plum Pudding for Bernie

Davenport, Iowa

Dear "Voice":

May I offer a huge plum pudding with the trimmings to Ben Bernie and all the lads? Ben's easy wisecracks, Pat Kennedy's wonderful singing, the orchestra playing those swell arrangements, and Ben's version of "Old Man of the Mountain" make up the best program on the air.

Dorothy Kohn

We Sure Do

Joliet Illinois

Hello, RADIO GUIDE:

I'm not going to throw any plums or prunes but just want to say that RADIO GUIDE is sure swell.

You folks have an awful time pleasing everyone, don't you? When I don't like one program I tune in another station. Why kick about a punk program?

We are especially fond of the WGN Minstrels, Tom, Dick and Harry, and Billy White. Well, so long.
Fay

Father Coughlin Fans

Morris, Ill.

Dear Sirs:

For quite some time we have been listening to Father Coughlin's weekly broadcasts, and we certainly think they are grand. He has such a direct way of addressing the public.

Here's hoping that Father Coughlin remains on the air until he attains the purpose for which he intended these broadcasts.

Four Boosters

That Single Nickel

Chicago, Illinois

Dear V. of L.:

I must tell you how much I like the RADIO GUIDE. I am one of the unemployed and can choose my reading matter each week, not to exceed five cents, and believe me it's the RADIO GUIDE always.

I have 24 hours a day to listen to the radio and I sure don't miss anything good. I like "Plums and Prunes" best. He sure pleases me with his criticisms.
FAY

Incomparable Mort

Somerville, Mass.

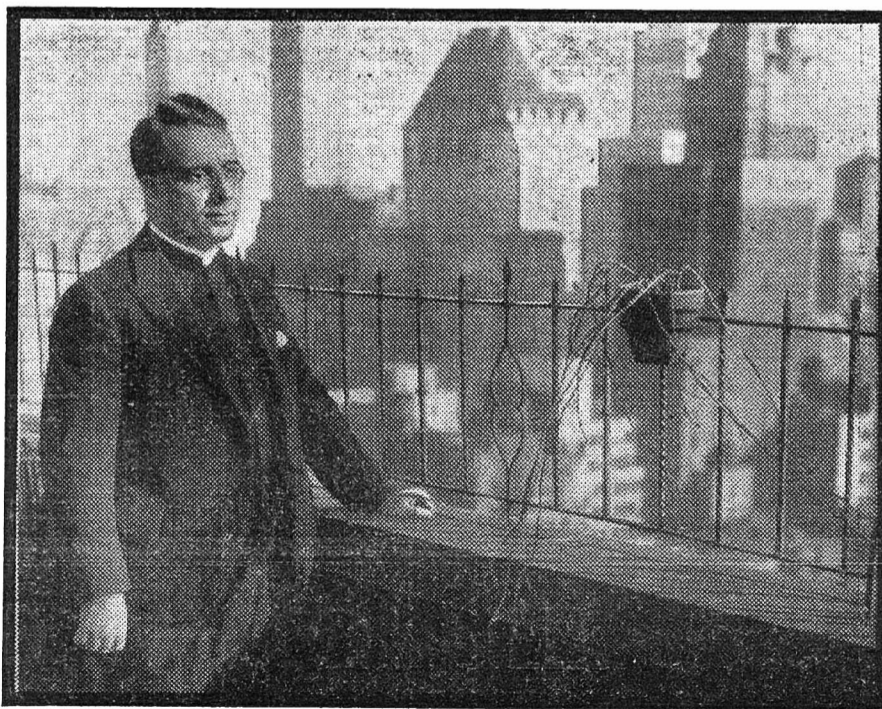
Dear Sir:

I certainly was pleased with Mary Gattenio's letter last week, because I feel the same way she does. We hear all too little of the "incomparable Morton Downey." Mr. Downey's voice contains a certain quality and richness that the other singers seem to lack.

He is the greatest singer on the air, and proved himself as such when, after an absence of three months, he returned and was an overwhelming success, even surpassing his success of the two previous years.

Mary C. Fay

FATHER COUGHLIN VISITS GOTHAM



The Rev. Father Charles Coughlin, pastor of the Shrine of the Little Flower, is pictured during a recent visit to New York, where he conferred with bankers on the possible revaluation of the gold ounce, a move which he believes may have a great effect on the relief of depression. Father Coughlin commands one of the biggest listening audiences in the country when he broadcasts every Sunday over a powerful network of independent stations.

He Doesn't Need It (Sic)

Centerville, Md.

Dear RADIO GUIDE:

Since I bought the first GUIDE that came to this town and have been the means of selling many of them through the county, by lending mine to different people, I feel part of your interesting paper. In this week's issue you said you were going to give your readers a chance at reviewing their favorite programs and getting paid for it. Now, what I started out to say is why do that when you have the "Plums and Prunes" editor? That person is right on the job. He knows his onions. He is perfect, in my opinion. I asked twelve people for their opinions and they all said his plums and prunes were given honestly and justly and exactly where they would have given them.

As for me, he reads my mind. Why not give him more space and let him have the extra pay?

Maggie Bullock

An Open Letter to NBC

Naspath, Vt.

Dear RADIO GUIDE:

Please publish this as an open letter to NBC. We early morning listeners ought to have something better to listen to than what we are getting now.

Remember the "Rise and Shine" orchestra? Ah, a nice big plum. Jolly Bill and Jane ought to be replaced by the one and only Phil Cook, or Old Man Sunshine. Remember him? And where, oh where, has the Landt trio gone to? But King Kill Kare—phooey! And the same to Alan Prescott.

The Chicago programs are very good. I mean "Pepper Pot," and a bushel of plums to Vic and Sade. They are wonderful for parents who have trouble handling children. And Alex McQueen gets a big hand from me.
Mrs. J. Kraft

Paderewski's One Finger

Kirard, Kansas

Dear Editor:

I think it would be terrible to make a radio audience listen to Paderewski. I understand that most of his playing is done with one finger, and where that would be educational, I can't see.

If Wayne King has as wonderful a character as he has a handsome face and marvelous orchestra he is a wonderful fellow. The Old Maestro, Ben Bernie, must be given credit for having a much better orchestra than that tiresome Rudy Vallee.

Miss Leota Helms

Are We All Bad ?

Trenton, N. J.

Dear Sirs:

Some things I don't like about RADIO GUIDE: Evans Plummer's column (he thinks he knows it all), Mike Porter's column (he gets peeved too easily), Carleton Smith's articles (he's too dry), Pat Frank's articles (he's too romantic), Rhoades Collins' articles (he rambles), and the "News, News, News" column (it's just an imitation of "Time"). But anyway, I buy it every week.

Merle Riskind

Hoorah for Smith!

Chicago, Ill.

Gentlemen:

Hoorah for Carleton Smith, who tells the advertisers about a vital mistake! They may not know it, but they are losing business and good will by neglecting those of us who are fed up with crooners, comedians, and jazz bands. Plums—as you say—to Mr. Smith and the advertiser who acts on his advice.

Russel Palmer

Artists and Critics — Shall Their Friendship Be Ended?

By Carleton Smith

Congratulations

From

COLONEL
STOOPNAGLE
AND
BUDD

NBC

ARTISTS

SERVICE

GEORGE ENGLES,
Managing Director

EXTENDS ITS
CONGRATULATIONS

To

RADIO GUIDE

On the Occasion of
ITS FIRST
ANNIVERSARY

711 Fifth Avenue
NEW YORK

Merchandise Mart
CHICAGO

SHOULD critics endeavor to know artists personally? Should they be convivial, intimate with professional performers? Or should they confine themselves to the customary bowing acquaintance?

I have friends who think differently on the subject. Some refuse to see an artist off the platform. They do not wish to know how he looks, or to hear him speak because they might be prejudiced about his work, or because someone might think them prejudiced.

It is difficult to keep the personal element out of musical criticism. It is hard to be objective in your opinions. For criticism is the most personal of arts.

Most writers try, when the performer appears on the stage or before the microphone, to greet him neither as friend nor as enemy—but merely as an artist, as the exponent of great and beautiful truths. Yet the critic wants to be sympathetic, to be an appreciator of the artist's work. The writer wants to understand him, know what his purpose is, what means are taken (and what objective talents are given him) to reach that objective.

MANY stories are told about the relations between critics and their meetings with artists.

One critic that I know confessed in print that he made love to Lucrezia Bori every time he met her. Yet he didn't fail to tell the truth about her singing.

Another time, a young lady who had not received unanimous praise from the press consoled herself by the fact that the critic who made and broke things in that town wrote favorably of her performance. She found herself by his side one night at dinner. Champagne was served—champagne not provided by the artist.

The famous authority grew mellow. He told stories as only he could. He prophesied for that charming young woman the most brilliant future, as he phrased it, "of any singer of the younger generation." She invited him to call. She walked on air. When he paid his visit, conversation was varied, intimate, engrossing.

The artist made a later appearance in a role which had met approval in European capitals. She sniffed as she read the article of one of the younger critics, an impudent snip whose effrontery was equaled by his ignorance, who spoke unkindly of her creation. Who cared what he said? She turned petulantly to the other papers, and kept the review of her friend of the dinner table to the last, certain that in his words she would

find balm, consolation and comforting wisdom. She was, alas! deceived. The article dripped venom. She almost fainted.

Next afternoon she came in at one end of a drawing room as the critic and his wife appeared at the other end. She was still young and inexperienced. She hesitated, out of countenance, not knowing where to look or what to say.

But he had already seen her, and she did not know her critic. Never had that veteran shown a nobler mastery of all the resources of his craft. He dropped his wife's arm; he came across the carpet with an eager eye and a glad smile. He seized her hand and bent over it with the courtly grace of Richelieu. He kissed her hand, then looked her brilliantly in the eye and said without the quiver of an eyelash, "Madam, some day you will be a great artist."

YEARS ago a German pianist came to America. He asked his manager for the address of the leading music critics. The manager was uneasy.

"What do you want their addresses for?" he asked.

"To gain their good-will," was the reply. "If you will take my advice," said the manager, "you will leave those gentlemen strictly alone. It will be best for your interests."

The pianist insisted and was given the addresses. To a leading critic of the city he sent as a gift a dozen bottles of champagne. In the review next morning the receipt of the champagne was acknowledged, after which the critic proceeded to mangle the pianist's reputation.

Vladimir de Pachmann takes a pleasure in playing jokes upon the critics. He once told the story of a concert he gave in the Singakademie in Berlin. As the story goes, de Pachmann appeared on the stage with two woolen socks held reverently before him. To the vast bewilderment of the audience, he did not play, but placed the socks pontifically side by side on the piano, the ends hanging over.

"And I made a speech," he said, "and I told them that those were the pair of socks that George Sand made for Chopin . . . the next day a critic came to see me, and he wanted to see those socks. I showed them to him, and he kissed them."

"But wasn't it funny"—he leered and squinted—"wasn't it funny—they weren't Chopin's socks. They weren't Chopin's socks at all. They were my socks. You see"—he lifted his eyebrows and shrugged his shoulders—"critics!"

Best Wishes to
RADIO GUIDE
Julian Woodworth
and
CLINTONIANS

JIM- -GEORGE
THE
RHYTHM BOYS-
EXTEND
Yuletide Greetings
TO
- YOU -
RAY- -AL

From deep in my heart
I send this message:

May Santa Claus
remember you all—May
the New Year bring in
a new cycle of prosperity
—and to

Radioland of all lands
"Here's to your health
—and your Family's
health—may you all live
long and prosper"

IRENE TAYLOR

The Season's
Greetings

from

GERTRUDE BERG
(Mollie)

Creator of

"The Goldbergs"

RED NETWORK
NATIONAL BROADCASTING
COMPANY

Creator of a new
Vogue in American
Dance Music

DUKE ELLINGTON
AND HIS FAMOUS ORCHESTRA

Management:
MILLS-ROCKWELL, INC.
799 Seventh Avenue, New York

CONGRATULATIONS

From

JOHNNY MARVIN
The Lonesome Singer of the Air

Management
N. B. C. Artists Service

DO-

RE-

MI

RAY BLOCK
Accompanist-Arranger

JACK ÷

÷ FULTON



Heard Regularly with
Paul Whiteman
Extends
Season's Greetings
to
His Many Friends

N. B. C. ÷

÷ Artist

Outline Television Progress in 1932

Washington, D. C.—For the sixth successive year, the American public is informed in the annual report of the Federal Radio Commission that in the field of experimental visual broadcasting, more popularly called television, "progress has been made," and that the past year has shown "a steady improvement in the detail of pictures transmitted." Beyond that general statement, the Commission does not go, except for a reiteration of its view that present television programs still fall short of what the public has been led to expect from the high standards attained by the talking movies.

Pointing out that no startling inventions have come to light in television during the last year, the Commission's engineers report that the improvements achieved have been made possible through increased attention to technical details in the optical pickup system, in the photo-electric cell and amplifying systems and in the actual modulation of the radio waves emitted. Television's development, they add, in a general way has paralleled the progress made in the early stages of sound broadcasting.

The Commission has not yet allowed the television waves to be commercialized, licensing all their users only on an experimental basis. But it has made more wave lengths available at the high frequency end of the spectrum to encourage these experiments. The report concludes:

"Much attention has been given to the part of spectrum in which television emissions will best fit. Although there are at present time four 100-kilocycles bands between 2,000 and 3,000 kilocycles assigned to television, it has been evident for a considerable time that this space is not sufficient to meet the requirements of this new and growing art to furnish entertainment to the public. The experimenters have turned to the unexplored regions above 30,000 kilocycles as a future locus for this service, and the Federal Radio Commission has assigned wide frequency bands in this region for experimental work in television.

"Although considerable progress has been made in scanning methods, using both the mechanical type of scanning and the electrical or so-called cathode-ray type of scanning, it appears that many new developments must still be made before television can be accepted as a satisfactory entertainment service. While attempts have been made to broadcast scenes covering large areas, the majority of television stations have limited their transmissions to faces of one or two performers at most. This type of program, while of interest because of its novelty and usefulness for experimental work, has a very small amount of sustained 'look-in' interest. Such programs fall far short of what the public has been led to expect in the way of entertainment, considering especially the fact that the technical improvements made during the last few years in sight-and-sound motion picture technique have created in the mind of the public a desire for very high technical standards of performance."

SEASON'S GREETINGS

SARA ANN McCABE

N B C



Une Heureuse Noel
MERRY CHRISTMAS
to YOU and YOU!

FRANK WILSON • JULES STEIN
W·B·M daily on the EVANS FUR program

HELLO ALL MY RADIO FRIENDS

May I take this means to wish you all

A
Very Joyous Christmas
and a
Glad New Year.

Chief Evergreen Tree,
Famous Bird and Animal Imitator
of the
Lone Wolf Tribe Program
Columbia Broadcasting System



MERRY XMAS
&
HAPPY NEW YEAR

CLYDE MCCOY

DRAKE HOTEL
CHICAGO
WGN



"MYRT"

CAST

Myrt Spear Myrtle Vail
Margie Minter Donna Damerel
Jack Arnold Vinton Haworth
Clarence Tiffingtuffer .. Ray Hedge
"GWEN ROGERS" Patricia Ann Manners
"ALICE DEWALD"

WRIGLEY PRESENTS

"MYRT AND MARGE"

A STORY OF THE STAGE
STARRING

a merry Xmas
MYRTLE VAIL

a happy new year
DONNA DAMEREL



"MARGE"

CAST

"Duke" Sanfield Malone Reg. Knorr
Billie Devere Eleanor Rella
"OLD PAT"
"MR. HAYFIELD" Karl Way
Floyd Dewald Vincent Coleman
Nell Helena Ray

Every Night Except Saturday and Sunday. Over Columbia Broadcasting System. From Station WBBM Chicago 7 P.M. EST. -:- 9:45 P.M. CST.

Trace History of Early Days in Broadcasting

Where are the earphones of yesteryear? What has become of the relics of the days when radio was very young? When the broadcast art was "wireless" and its sumptuous studios were makeshift cubbyholes in converted cloakrooms.

It's not so very long ago that radio was still in its swaddling clothes of primitive acoustic drapes, before engineers discovered exactly how far and how fast any sound wave will bounce from studio walls of certain materials.

Tin can sound-boxes were the forerunners of modern microphones in the days of radio B. V. (Before Vallee), and present-day castles of the air were undreamed-of as hardy pioneers worked in modest quarters they fought for in back-lot garages and unused attics.

The real pioneer was old station KDKA of Pittsburgh, which grew from Dr. Frank Conrad's primitive transmitter in a Pittsburgh garage, and broadcast with regular irregularity a hand-picked program of phonograph records.

November 2, 1920, is the most significant date in radio history, the night that Conrad amazed the world with broadcast reports of election returns that told the story of Warren G. Harding's victory at the presidential polls.

From that night broadcasting developed with incredible speed. In 1921 the Westinghouse Company established an experimental station in an unused corner of its factory in Newark, N. J., and this became WJZ, the pioneer station of the metropolitan area.

In 1922 the next important link was forged by the American Telephone and Telegraph Company, with the creation of another experimental transmitter which grew into

WEAF. This was the station that created the radio network, when it accomplished the first "chain" broadcast on January 4, 1933, between New York and WNAC of Boston.

Getting programs on the air was exciting business in the early days of radio at WEAF and WJZ, before the National Broadcasting Company and its clockwork schedules were developed.

Listeners soon tired of phonograph records, and personality talent was the demand of the hour. Vincent Lopez still shudders at the recollection of breakneck journeys to New Jersey with his bandsmen and instruments piled into automobiles for a last-minute invitation to the microphone.

Billy Jones and Ernie Hare made their debut about that time. They were thrilled at their first chance to go "on the air," but the thrill wore off when they were kept at it for an hour and a half before relief talent could be rounded up.

From the WEAF studio down at 195 Broadway, scouts toured the city in chartered taxicabs to rush entertainers to the studio. The shining star of the hour always received a free taxi ride home in reward for his services.

But the precocious energy of radio brought swift development by leaps and bounds. December, 1923, brought the first broadcast from the United States Capitol, with the opening of Congress for that session. The first football game had gone on the air in 1922, with the game between Princeton and Chicago, in Chicago.

The National Broadcasting Company, established under the guidance of M. H. Aylesworth, went on the air November 15, 1926, with an inaugural program with Mary Garden, Will Rogers and Walter Damrosch. The rest is history.

Fewer U. S. Stations

Washington, D. C.—With 12 eliminated, eight added and two consolidated, the number of broadcasting stations in the United States and its possessions dropped from 612 in 1931 to 606 at the end of June, 1932, the Federal Radio Commission reveals in its annual report just submitted to Congress. Practically all the new stations were small ones authorized in communities deemed not otherwise well served by radio. The great overcrowding of the wave lengths served as a deterrent to granting the hundreds of applications for new stations received during the year.

License renewals were denied to the following for various causes, and they were eliminated: WLBX, Long Island City, N. Y.; WMAK, Buffalo; WKBO, Jersey City; WJAZ and WCHI, Chicago; WIBR, Steubenville, O.; KFUP, Denver; KFQW, Seattle, and KFQU, Holy City, Cal. The following voluntarily surrendered their licenses: WPOE, Patchogue, N. Y.; KFJY, Fort Dodge, Ia., and KFIU, Juneau, Alaska.

New stations were authorized as follows, all but one having powers of 100 to 250 watts only: KICA, Clovis, N. M.; KIDW, Lemar, Colo.; WENC, Americus, Ga.; WHEB, Portsmouth, N. H.; WHEF, Kosciusko, Miss.; WJED, Indianapolis; WMAS, Springfield, Mass., and WORK, York, Pa. (1,000 watts).

During the year, WDGY, Minneapolis, was consolidated with WHDI, of the same city, and WPRO, Providence, absorbed WPAW, Pawtucket, the latter two now operating under the combined call letters WPRO-WPAW.

New Device Scrambles Photos Sent by Radio

A picture-scrambling device, utilizing the photoelectric cell for the secret transmission of pictures, drawings and written messages by telegraph, is reported to have been perfected by Edouard Belin, of Paris. The light and shade variations can be picked up only on a special receiver which reproduces the original. If anyone "cuts in" on the line, he gets merely a good imitation of a "snowstorm."

BOB HAWK

GUEST ANNOUNCER CHICAGO

FROM SPORTS TO DRAMAS

Started Famous

RED HOT & LOW DOWN PROGRAM

And Now Can't Stop It

Famous Author Bows to Engineer

Hendrik Willem Van Loon, internationally known author heard Friday nights on NBC-WEAF network with Heywood Broun, is one radio speaker who quickly learned the importance of that little-known hero of the broadcast program, the studio engineer. He respects the highly trained man who views the program from behind a sound-proof window and monitors the words and music that flow out to millions of listeners. In a recent talk Van Loon gave his impressions of the studio and the engineer as follows:

"Radio is a stern task-master and silence is writ large over the door through which we enter into the realm of the infinite. "Once we have heard the signal which tells us that we are on the air, we might just as well be at the bottom of the ocean in William Beebe's famous diving bell. All the doors are closed. We have no further access

to the world around us except through one large window. That window (a sound-proof window at that) gives us an intimate view of the control booth.

"In that room sits the man upon whom we depend for our ultimate success. For he washes and combs and shampoos and undulates and perfumes our voices until they are fit to be sent forth into the universe without disturbing the fine balance of the planetary system. He can communicate with us by means of a sign language of his own invention, but Article One of his code of behavior reads, 'No Noise, Please'.

"For these mighty engines that send our voices into the wide open spaces are so delicate that the slightest sneeze is amplified into a noise like the collision of two express trains. We are obliged, therefore, to keep very still and to think bright thoughts."

Merry Christmas
Ida Bailey Allen
"May good digestion wait on appetite, and health on both."

ALL OF NEW YORK
Goes to the
ROOSEVELT GRILL
TO DANCE
GUY LOMBARDO'S
ROYAL CANADIANS
NIGHTLY
ROOSEVELT HOTEL
Madison Ave. at 46th
NEW YORK CITY

Raymond Knight
"Radio Gayed in the Kuku Hour"
"Radio for all in Wheatonville"

Billy Batchelor, Wellington Watts Perkins, the Druggist, Jasper Blitz, Tony Tendennis, Eddie McGurk

and
AMBROSE J. WEEMS

Ward Wilson
"Radio's Popular Mimic"

SEASON'S GREETINGS

to All Our Fans and Friends

JACK DENNY AND ORCHESTRA

WEAF WABC
WALDORF-ASTORIA HOTEL
VICTOR RECORDS
LUCKY STRIKE DANCE HOUR
WHITMAN CANDY

WJZ WOR
MANAGEMENT M.C.A.

"THE SUN'S GONNA SHINE IN THE MORNING"

with

IRENE BEASLEY

(The Long, Tall Girl from Dixie)

Personal Management of Davidd Bath

CHRISTMAS GREETINGS
from
CLIFF SOUBIER
NBC "OL' PAPPY"

GREETINGS
and
THANKS TO
RADIO GUIDE
MILDRED BAILEY
NBC
Management — Lew Cooper

HOLIDAY GREETINGS
TO OUR LISTENERS
DON BESTOR
and His Orchestra
HOTEL LEXINGTON, N. Y. C.
WEAF WJZ WOR

GREETINGS
from
BEN ALLEY
CBS

Season's Greetings
VINCENT LOPEZ
St. Regis Hotel
New York
Congress Hotel
Chicago
Direction
M. C. A.



He Awakens A Network

ONE of the mysteries of life is how the the radio man—like the milkman, news-boy, ashman and Santa Claus—manages never to miss his turn as a waker-upper. Columbia's expert in removing-shrouds-from-mysteries and lifting-veils-of-secrecy has gone into the matter: "Who," he asked, "gets up to start the network every morning? And who wakes up the network waker-upper?"

He was amazed to learn that a Mr. Gamble—Mr. Vernon Gamble of Queens Borough—is the official awaker of the Columbia network. Mr. Gamble, the early morning control engineer, was located in his haven of switches, lights and lines on the topmost floor of the Columbia Building, New York City, where he explained how the whole matter works out simply enough.

"Well, how do you suppose I get up?" Gamble said. It was still fairly early in the morning. "How does anybody get up?" he added. "My alarm clock and my wife get me up, of course—every morning at 5:45 a. m." Then, it develops, his wife prepares his two-minute eggs, helps him on with his overcoat, and sees him off promptly to his switches and plugs across the East River. There he tests lines and measures volumes of tones in order to put on Fred Feibel's organ music.

But it isn't left up to Gamble alone. As a safeguard, John Norton, his associated early-riser, rises 15 minutes earlier in upper Manhattan and speeds likewise to the Columbia controls. Engineer Norton does not seem so certain of his ability to hop out of bed. "I wake myself up with a mousetrap," he revealed. The thing never has failed to help him beat a path from his door to the waking world. "I can't depend on an ordinary alarm clock," Norton said, "because I can't hear it." So, he connected it with a mousetrap which, when released by a string, snaps an electric switch. This, in turn, rings a gong loud enough to send all the Bronx scurrying to trains.

The CBS waker-uppers don't stop there. In addition, they have Charles Savola, relief engineer and a pride and joy in case one or another gets stalled in traffic. Savola is an automatic waker. "I never heard an alarm clock," he sneered. "I get myself up." Just as sure as the Naval Observatory says it is 5:30 a. m., Savola leaps from the bed by force of habit. He hasn't missed yet. But his system has its drawbacks. Many a time has he awakened with a start, leaped into a taxi, run the meter to \$2.10, and arrived at the controls to discover it was his morning to sleep.


Even this doesn't complete the Columbia get-up. While Gamble, Norton or Savola lunge in for a double play at the Manhattan controls, Messrs. Edward Shreiner and Oswald Read dash across the New Jersey meadows from their suburban homes to the WABC transmitter in Wayne Township, N. J. And, coincidentally, it is assumed that Organist Feibel's valet has hustled him from home to the Paramount organ studio in Times Square. Then, while the milkman and ashman are arousing prospective listeners, tests and jests are exchanged over lines linking Jersey, Times Square and Madison Avenue.

At 7:25 a. m. all switches are thrown for a five-minute standby while the hum of the WABC carrier wave takes the air. Even the antenna has to yawn and stretch. Five minutes later, the announcer (whose awakening is a story in itself) says good-morning. Organist Feibel trills his first note and the waker-uppers relax.

SEASON'S GREETINGS **MARY STEELE** NBC

Heartiest Season's Greetings
ARTHUR TRACY
"THE STREET SINGER"

MERRY CHRISTMAS
CLARA, LU 'n' EM,
N. B. C.

SEASON'S GREETINGS

Norman Brokenshire

ARNOLD JOHNSON
and
HIS ORCHESTRA
WHISPERING JACK SMITH
and
THE HUMMING BIRDS
EXTEND
THEIR BEST WISHES
for
A MERRY CHRISTMAS
and a
HAPPY NEW YEAR




X MARKS A SPOT WHERE THE EASY ACES OFFER THEIR FRIENDS THE SEASON'S **GREETINGS**

Hi There!
RAY PERKINS
 Season's Greetings

ANN LEAF
 of
 Columbia Broadcasting System
 Wishes All Her Radio Listeners,
 Friends and Co-workers
 A **HAPPY CHRISTMAS AND JOYOUS NEW YEAR**

TONY'S SCRAPBOOK
The Ideal Gift
 :-:
 Write
TONY WONS
 Columbia Broadcasting Co.,
 NEW YORK, N. Y.

HELLO FOLKS
 Here's Wishing You All
 A Good Old
MERRY XMAS
 And A Happy and Prosperous
NEW YEAR
"SINGIN' SAM"
 The Barbasol Man


Every Good Wish
 For
A MERRY CHRISTMAS
 AND
A HAPPIER NEW YEAR
 FROM
CHARLES CARLILE


New Gadgets Aid Radio

America's inventive genius apparently has been suffering neither intellectual nor physical depression, judging from the continued outcropping of new electronic devices, some of them amazing musical instruments and others simply new radio "gadgets." Representing the fruits of intensive radio research, both in great laboratories and individual workshops, many of these devices bid fair to revolutionize various phases of the radio arts.

Indeed, some of them have already been adapted to public entertainment, home amusement, radio broadcasting and the public rostrum. Others await only the return of more prosperous times and a readier market. It seems that only television need now be awaited to make the cycle of radio-related inventions complete.

Probably the most interesting of all recent radio developments is the new radio-phonograph-piano combination being manufactured by the German piano firm of Mechstein under the patents of John Hays Hammond, Jr., of Gloucester, Mass., noted inventor of radio control devices, including radio-guided torpedoes, ships and aircraft.

Looks Like Piano

As recently demonstrated in New York, this device, looking like a grand piano, can by touching the keys lightly be made to sound like a full orchestra with saxophone, drums, piano and even harp tones produced in full harmony and with enough volume to fill a giant auditorium. The vibrations are picked up by magnetic microphones within the piano to produce a remarkable amplification. Inside the piano is a radio and the phonograph is in a small cabinet alongside the piano. The cabinet contains the loud speaker from which all the sound emanates.

Somewhat similar but not on such a massive scale is the instrument known as the Emicon, recently put on the American market. This is a thirty-two-note keyboard which is attachable to the audio stage of any radio receiving set and can be played either as a solo instrument or as an accompaniment of the incoming radio program. It is supposed to be very easy to play, and produces a wide range of tones simulating various orchestral instruments and capable also of being swelled to auditorium volume.

And the New Mike

From RCA Victor Co., of Camden, N. J., comes the report that it has now put into production its new so-called velocity microphone, an odd looking affair designed primarily for use in radio studios and looking no more like the conventional microphone than the old cat-whisker crystal set looks like the modern cabinet receiver.

Then there is the Visaphone, also called the "Illustrated Voice," which the Fairchild-Wood Visaphone Corp., New York, is producing and making available through a co-operative arrangement with Western Union. The Visaphone is something like the old stereoptican projector, but it flashes the still pictures on the screen and accompanies them with voice. The still pictures are on a roll of film and the voice comes from recordings similar to those called electrical transcriptions that are manufactured for broadcast purposes only.

Finally, RCA Victor Co. just announced the production of a tiny two-way radio-telephone and radio-telegraph receiver and transmitter, all in one unit and easy to carry about, for short-distance emergency communication. It is called the Trans-receiver, and is the same device which engineers recently demonstrated here in Washington when they arranged two-way conversations between federal radio officials in their offices and others atop the Washington Monument.

Season's Greetings from

DAN RUSSO

and His Orioles

Broadcasting K.Y.W. and N.B.C.

COLUMBIA RECORDS

Now Playing **CANTON TEA GARDEN—CHICAGO**

SEASON'S GREETINGS
JOSEF KOESTNER
 N. B. C.

"You're in style when you're wearing a smile"

HAPPY JACK TURNER

Wishes you a Merry Xmas and a Happy New Year

CHRISTMAS AND THE

VOICE OF EXPERIENCE

WOR DAILY AT NOON

GREETS YOU

MAY YOU HAVE HEALTH, HAPPINESS AND MANY NINTH INNING RALLIES

IN 1933

PAT FLANAGAN
WBBM

We thank
RADIO LISTENERS
for their
ENTHUSIASTIC APPRECIATION!

MILLS BROTHERS
 four boys and a guitar!

Management:
MILLS-ROCKWELL, INC.
 799 Seventh Ave. New York

Greetings
DICK TEELA
 N. B. C.

Merry Christmas
JEAN PAUL KING

"THE FUNNYBONERS!"
GORDON,
DAVE
 &
BUNNY

SEASON'S GREETINGS
 to
"RADIO GUIDE" and RADIO FANS
EDDY DUCHIN
 And His Central-Park-Casino-Orchestra



BESS FLYNN **ALICE HILL**
 Mother Moynihan and Alice
 of
PAINTED DREAMS
 Extend Christmas Greetings
 W G N 11:35

SEASON'S GREETINGS
GUS VAN
 EL TORO ALL-STAR REVUE
 Every Monday 8:00 to 8:30 P.M.
 —:—
 PERSONAL APPEARANCES NIGHTLY
at the VILLAGE BARN
 52 West 8th St.-GREENWICH VILLAGE
 NEW YORK CITY

MERRY
XMAS
 From
"The Southern Singer
of Sweet Songs"
ELIZABETH BARTHELL

Better Talent Helps Stars

The stars of radio are being surrounded with greater supporting casts this season as the trend in programs shifts in part from fifteen-minute to half-hour periods and comedy takes an even more important place in broadcasting. Julius Seebach, director of programs for Columbia Broadcasting System, discussing current radio trends in an interview with *RADIO GUIDE*, pointed to this new seasonal development as an indication of greater variety within the bounds of individual programs. Arriving on the scene in company with other changes in the technique of radio presentation it will do much to intensify the trend toward shows of varied pace and multiple moods, Mr. Seebach said.

"A definite comedy trend broke out during the summer and is still going strong," the CBS executive explained. "Well known Broadway comics are playing a more important part in this season's programs, and the shows surrounding them are now being planned along revue lines. The headliners are backed up with larger orchestras and larger casts. Last season many of the programs depended on a single personality, whereas the new shows, in addition to using more people, are in many instances heading their casts with more than one star.

"Of course, a half-hour program rather than a fifteen-minute period may be responsible for the increase in personnel, but it is really hard to say whether this is the case or if the opposite is true. The desire to present larger shows with greater variety has been, in some cases, undoubtedly the motivating force in the extension of the time element."

Long Show Trend

"The leaning toward longer shows, while marking a new and outstanding trend in itself, has in turn brought about another significant change in program presentation," Mr. Seebach said.

"When so many sponsors lengthened the time of their shows," he explained, "it made necessary a change in pace. In a fifteen minute period the music and script may go along in one rhythm, fast and exciting or slow and dreamy. But a long show might become monotonous if it were paced that way. Variations in tempo are required. Our job now is to see that there is enough ebb flow of pace in each program to keep the audience's attention constantly on the alert. Last season the problem was to spot the fifteen minute shows so that varying types followed one another.

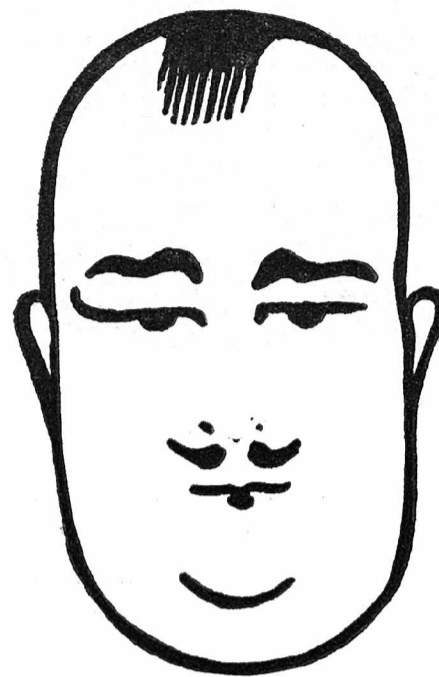
"The net result of an evening's radio entertainment now is much the same as it was last season from the standpoint of pace. The changes of tempo within each of the longer programs forms a complete pattern of varying moods in the same manner as an evening of shorter periods."

The new shows are bringing with them a much greater proportion of script. Mystery, drama, comedy, sport stories and comment, news highlights and discussions of current affairs are on the air in greater volume than before, and Mr. Seebach mentioned as instances of the variety of script presentations on the Columbia System, alone, such features as the "Fu Manchu" series, "Evening in Paris Mystery Stories," "The Story of Omar Khayyam," the "Eno Crime Club," the "March of Time," "Easy Aces" and "Myrt and Marge".

The Arrangers' Job

Mr. Seebach is in constant touch with the arrangers and conductors who provide and direct the musical coloring of Columbia's programs. They are working this season, he reported, toward more intriguing, but less intricate arrangements of popular numbers and incidental music. They are turning out more elaborate scores, but, as Mr. Seebach put it, "they are veering away from exhibitions of sheer technique, which doesn't necessarily make music interesting to the uninitiated listener."

PAUL



WHITEMAN

"Dean of Modern Music"

And His Orchestra

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THE RHYTHM BOYS

Broadcasting Weekly
 over NBC Network

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The BILTMORE
 SUPPER ROOM
 New York City

CONGRATULATIONS TO RADIO GUIDE ON IT'S FIRST ANNIVERSARY HAPPY FUTURE TO RADIO CITY

MAY I EXPRESS MY DEEP APPRECIATION!

- To: Standard Brands for their continued faith in me.
- To: J. Walter Thompson Company's radio staff for their invaluable aid, friendship and psychological help.
- To: N.B.C.'s production men, engineers, control men and all who have helped broadcast our programs.
- To: Every radio station large or small which at any time has carried our programs.
- To: All the fine artists who over some four years contributed their artistry toward the success of the broadcasts.
- To: My boys and my office staff who have worked with me to continued success.
- To: My parents and ancestors for the talent I may possess.
- And To: Our listeners-in who have been patient, loyal and, I hope, somewhat entertained.

Microphonically

