

THE MAGAZINE FOR THE RADIO LISTENER

15 CENTS

# What's on the Air

N.S.E.



JANUARY  
1931

"HELLO EVERYBODY"

VOL. 2 NO. 3

## WAVE-LENGTH GUIDE

CHANNEL	COLUMBIA BROADCASTING SYSTEM	NATIONAL BROADCASTING COMPANY	KYCLS	METERS	DIAL READING
1	WKRC	WGR-KSD	550	545	←
2	KLZ-WQAM	WFI-WIBO	560	535	←
3	WWNC-WKBN		570	526	←
4	WIBW-WNAX	WTAG	580	517	←
5	WMT	WOW-WEEI	590	508	←
6	WCAO-WREC		600	500	←
7	WFAN	WDAF	610	492	←
8	WLBZ	WTMJ-WFLA	620	484	←
9	WMAL		630	476	←
10	WAIU		640	468	←
11		WSM	650	461	←
12		WEAF	660	454	←
13	WMAQ		670	447	←
14		WPTF-CKGW	680	441	←
16		WLW	700	428	←
17			710	422	←
18	CKAC	WGN	720	416	←
20		WSB	740	405	←
21		WJR	750	400	←
22		WJZ	760	394	←
23	WBBM	KFAB	770	389	←
24	WTAB-WEAN	WMO	780	384	←
25		WGY	790	379	←
26		WFAA-WBAP	800	375	←
27	WCCO		810	370	←
28		WHAS	820	366	←
29		KOA	830	361	←
32	WABO		860	349	←
33		WLS-WENR	870	345	←
35	WGST	WJAR-WBEN	890	337	←
36		WKY-WJAX	900	333	←
38		WWJ-KPRO	920	326	←
39	WDBJ-WBRC		930	322	←
40	WDAY	WOSH	940	319	←
41	KMBC-CFRB	WRC	950	316	←
44		KDKA-WCFL	980	306	←
45		WBZ-WBZA	990	303	←
46		WOC-WHO	1000	300	←
48		KYW-KFKK	1020	294	←
50	KRLD	KTHS	1040	288	←
52		WTIC-WBAL	1060	283	←
53		WTAM	1070	280	←
54	WBT		1080	278	←
55	KMOX		1090	275	←
57	WPG-WDBO	WRVA	1110	270	←
58	WISN-KTRH		1120	268	←
60	WJJD	WAPI-KVOO	1140	263	←
61		WHAM	1150	261	←
62	WOWO		1160	258	←
63	WCAU		1170	256	←
65	WORC	WOAI	1190	252	←
68	WDAE	WCAE-WREN	1220	246	←
69	WNAC-WFBM		1230	244	←
70	WXYZ-WDSU		1240	242	←
72	WLBW-KOIL		1260	238	←
73	WTOC	WJDX	1270	236	←
74	WDOD-WRR		1280	234	←
75	WJAS-KTSA	WEBO	1290	232	←
76	KFH-WGH	WIOD	1300	231	←
78	WADC	WSMB	1320	227	←
79	KSCJ-WDRG	WSAI	1330	225	←
80	WSPD		1340	224	←
81	WFBL	KWK	1350	222	←
85	WHK-KLRA		1390	216	←
87	WBCM-WOAH		1410	212	←
91	WHP-WHEC		1450	207	←
92		KSTP	1460	205	←
93	WLAC		1470	204	←
94	WKBW-KFJF		1480	203	←
95		WCKY	1490	201	←

# WHAT'S ON THE AIR

(Registered in U. S. Patent Office)

Vol. II. MAGAZINE FOR THE RADIO LISTENER No. 3

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PATENTS APPLIED FOR COVER BASIC FEATURES OF PROGRAM-FINDING SERVICE OFFERED IN THIS MAGAZINE.

"ENTERED AS SECOND-CLASS MATTER APR. 19, 1930, AT THE POST-OFFICE AT CINCINNATI, O., UNDER THE ACT OF MARCH 3, 1879."

### HOW TO FIND THE PROGRAM YOU WANT WHEN YOU WANT IT

and hour when program is wanted. Select from index in panels at center of page particular program or type of program you prefer, then locate on schedule chosen symbol at nearest point (by use of State index) from which it is being broadcast. Or, if you prefer, check symbols of favorite stations against index of symbols in panels at center of page until you locate type of program for which your particular mood calls.

The program-finding service covers the hours of 6 to 12 P. M. for each day in the month, Eastern Standard Time, or from 5 to 11 P. M., Central Time.

Simply turn to the page bearing date

### HOW TO USE THE WAVE-LENGTH GUIDE

corresponding to the points on the detector dial of your set where these stations "come in." After you have drawn about a dozen of these lines you will have a guide to all of the stations in the country. For example, if Station WEAF, which is on channel No. 12—which means it operates on a frequency of 660 kilocycles and 454 meters—comes in on your set at 74, and Station WLW, on channel No. 16, comes in on your set at 67, stations on channels 13, 14 and 15 necessarily must come in at points between these two locations on your dial.

Draw lines from the stems of arrows pointing to the wave lengths of stations with which you are familiar to the respective points on the scale to the right

### TO MAKE A LONG-DISTANCE TEST (DX)

Then start your detector dial at either end of its arc and turn slowly. As soon as you hear the same number, note your dial setting and check back to the column showing wave lengths, thus ascertaining the approximate wave length of the station you are receiving. To the left of this column you will find the call letters of stations on the wave length of that station and those having approximately that wave length. Reference to the schedule of programs applying to the time you are listening will show you which of these stations is broadcasting the program to which you are listening, and you can thus identify it without having to wait for call letters.

Ascertain which of your local stations are broadcasting chain features at the moment. Tune in one of these and find out what number is being rendered.

### AGENTS WANTED!

Take orders for WHAT'S ON THE AIR subscriptions in your community. Every radio home a good prospect. Your friends and neighbors will enjoy this new radio program directory and magazine. Full or part time work. Liberal offer to both men and women.

Write for our proposition to agents.

CIRCULATION MANAGER, WHAT'S ON THE AIR,  
Ninth and Cutter Sts., Cincinnati, O.

### TO ADVERTISERS

WHAT'S ON THE AIR is growing daily. The story of the phenomenal growth of WHAT'S ON THE AIR is intensely interesting. Within a period of ten months this publication has built up a guaranteed net paid circulation in excess of 200,000. A. B. C. applicant.

WHAT'S ON THE AIR has a useful life of thirty days each month—it becomes a part of the radio receiver in the home. It is used daily by thousands of subscribers. Its pages offer an advertising tie-up with broadcast programs that is unique and result-producing. Complete details will be sent on request to WHAT'S ON THE AIR, 11 W. Forty-second St., New York, N. Y.

# WHAT'S ON THE AIR

THE MAGAZINE FOR THE RADIO LISTENER

VOLUME II.

JANUARY, 1931

No. 3

## Radio Activities Foretell General Business Revival

America's Business Leaders Demonstrate Their Confidence by Increasing Advertising Appropriations.



C. M. CHESTER, Jr.,  
President General Foods.

MAXWELL HOUSE-General Foods radio hour, Thursdays at 9:30 P. M., over Station WJZ and a nation-wide chain, is planning a continuation of its four-year-old continuous program for 1931. Mr. Chester believes that gradual recovery of general business will soon be noticeable, and that it is retarded now primarily by a state of mind on the part of the public. As soon as the public makes needed purchases of sound values, business recovery will be speeded up.



E. E. SHUMAKER,  
President RCA-Victor.

IN my opinion, there is really nothing wrong with business to-day except fear of the future. We must re-establish confidence. We must first have confidence ourselves, and by our words and actions must inspire confidence in others. Industry and capital must show the way. United we must give American business a little start, and then confidence will grow by leaps and bounds.



JOSEPH WILSHIRE,  
President Standard Brands.

OUR confidence in the future of American business is demonstrated in action rather than in words. We are showing this not only by continuing our weekly programs featuring Rudy Vallee with his Connecticut Yankees and the Chase and Sanborn Orchestra, but also by inaugurating a new feature over the Columbia network, giving radio its first extemporaneous program with the new year. This feature will be "Fleischmann's Three Bakers."

NATIONAL advertisers see a general improvement in business conditions just ahead and are doing everything possible to prove their contention as the first month of 1931 swings into being, business executives of the National Broadcasting Company have declared, in announcing the renewal, on a fifty-two-week basis, of a group of radio advertising accounts.

Not content with preaching the doctrine of "buy now," most of America's big advertisers are practicing their preachment by actual purchases—buying space in magazines, newspapers and on billboards, as well as time on the air.

Among the NBC program sponsors assuring listeners of high-type programs for 1931 are the Col-



JAMES M. SKINNER,  
Vice-president and general manager Philco.

THE year just ending has been the most successful in Philco's history. Our sales topped the totals of the previous years by a good margin, and Philco achieved during 1930 the position of leader of the industry.

With the unquestioned return of a buying attitude during 1931, we see no reason why Philco should not maintain its popularity and enjoy even greater success. New, fine-performing receivers, the lowest prices we have ever set, a return of consumer demand and ability to pay—these factors convince us that we face the most prosperous year of our business existence.

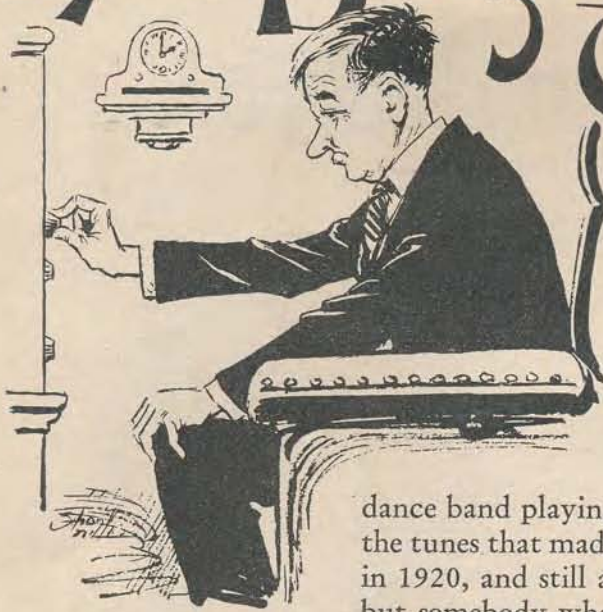
gate-Palmolive-Peet Company; the Cities Service Company, a subsidiary of Henry L. Dougherty & Company; the Chesebrough Manufacturing Company; the Fleischmann Yeast Company and the Standard Oil Company of New York.

These advertisers are assuring radio listeners of the nation a 1931 hearing for such microphone luminaries as Paul Oliver, Olive Palmer, Gustav Haenschen, The Revelers, Jessica Dragonette, the Cities Service Cavaliers, the Real Folks players of "Thompkins' Corners," Rudy Vallee and Graham McNamee and the host of Broadway artists heard weekly in the Soconyland Sketches, broadcasting officials pointed out.

[Continued on page 47]

# The Diary of Diligent Dial Twister

By Charles  
Magee  
Adams



**T**HURSDAY: clear and cold; the kind of night that makes "Beside an Open Fireplace" the right theme song.

Opened the evening's eavesdropping with Amos 'n' Andy—WLW. Never miss 'em. The family wouldn't stand for that anyway. Are these boys still going strong? Might as well ask if the sun's going to show up to-morrow morning. Andy had a telegram from Prince Ali Bendo. Plenty of "stops" and just as many laughs. Any funny men who get giggles out of that are better than just good.

The "Nation's Station" followed up with one of these preserved programs (for posterity?) drolled up as an electrical transcription. Don't take to 'em. The ear won't O. K. 1922 tone quality.

A simple twist of the wrist and WKRC hooked up with Columbia. Well—Willie and Eugene Howard! Thought there was something familiar about 'em. Pretty amusing, too, if just in spots. Funny, isn't it, how tried and true gags, that go over with a bang in the theatre, topple out of the loud-speaker with a dull, sickening thud sometimes? Compare with Amos 'n' Andy.

In their wake came heavy advertising bombardment. Fast dial work to find cover. Gave the old set the gun. Ah, ha! Sounds like a good night to lure 'em in. It ought to be.

WSUN inviting all and sundry to spend the evening dancing and eating at a Florida supper club. Sorry. Like to. But couldn't make it, even with Capt. Frank Hawkes. Stayed long enough, though, to hear a mighty good soprano and pianist—not doing dance tunes either.

On to WAIU and another embalmed program. Major somebody or other telling how he bumped off a flock of Germans during the war. Maybe it was interesting then. But killing Germans isn't fashionable now, unless they try crossing in front of your bumper.

Street-car passing by; kicking up even more

interference than usual. Heaven is a place where street-cars don't bother radio. Electrical interference, too, just to show the trolley crowd hasn't a monopoly.

Back to WLW while the storm subsides. Hotel dance band playing "Japanese Sandman," one of the tunes that made Paul Whiteman famous back in 1920, and still a good one. Slick waltz next, but somebody who should be sticking to his instrument singing the chorus.

Interference letting up. Edged along to WBAP, putting out the one and only Rudy. Got to hand it to him for knowing what he does best, but must say a couple of numbers is about enough. Too much of the same thing. Wrong sex, perhaps.

About to start cruising when Fort Worth deserted Rudy at the half for a local program. (Thousands of fair hands twirling dials madly?) Replacement turned out to be an orchestra with plenty of accordions doing Italian numbers; different and pleasing. Then a sketch; not so hot, and sponsor ax to grind. No station announcement. Ducked.

KWKH selling pecan-trees. Phonograph record, followed by studio visitors talking to folks back home. Great kick for them and the home folks. But what about the rest of us?

Through impenetrable forest of howls till WBRC struggled in under a man-sized load of squeal. And what it brought! A long ballyhoo for a bank and few words for the Community Chest. Seems something like that's happened before, though.

Ambled along to KDKA in time to hear the last of Rolfe's Lucky Strike program. Rather funny to hear the last of it. Seems like one of his programs is always on the air. Listener demand, they say. Oh, yes? Must be comforting to be as sure about everything as Ed Thorgerson sounds.

Remembered Frank Simon's Armco Band on WLW. Hustled back to 700 K. C. and "Stars and Stripes Forever." When better marches are written— But they won't be. "Estrellita" too. More

variety than last year's programs by this corking band.

WBAP again, galloping in with Arco Birthday Party. Benvenuto Cellini reincarnated. Seems sort of taking an unfair advantage. Ought to be "by special permission" of his heirs, or something like that anyway. Good love songs, though. "The Bedouin" for one. Not heard so much lately.

WBAP broke in on it to announce call letters. Only wish more stations would remember the fifteen-minute rule once in awhile.

That pesky interference again.

To WKRC and Columbia Detective Story Hour; something you can't tune out once it starts. Just about the smoothest drama job on the air. That "Shadow" boy knows his goose flesh too. This time a story showing the better side of gangdom; plenty of action and suspenders, and a clinch at the finish.

WEAF etherizing the RCA Hour. Brilliant overture by Nat Shilkret's orchestra. Not that it matters to Nat. Jazz or symphony, he takes it in his stride. Radio's most versatile conductor by several lengths.

Curses on that interference anyway. Down to the high kilocycle end of the dial, where it shouldn't be so bad.

Found WCKY airing the Cincinnati Christian Glee Club. Negro spirituals, with the swing and flavor they ought to have, but often don't. Close harmony, besides.

Over to WLAC, kilocycling the Vagabonds, a lively dance outfit. "Here comes the sun," they say. A little premature; it's not quite half-past ten yet.

On through the jungle of howls in the high K. C. belt. The better the night the louder the squeals are. Doesn't seem right, but it's so.

WOAI worming in with another snatch of RCA Hour. Looks like the South and Southwest are getting all the breaks. No Western or Northern stations yet. Seems to be working out that way quite a lot lately. Ought to have Congress fix it. Can't stand for sectional favoritism.

WOWO fading in with more of this question-



and-answer racket. Can horses sleep standing up? Bet a lot of these Sunday drivers drew a blank on that one. Followed up with anti-chain-store meeting. Probably interesting and important, but can hear enough of that from KWKH.

KTRH. This is a Southwest night sure enough. Telling the open-eared world that four rooms can be furnished for \$249.50, \$12.50 down, the balance if, as and when. Well! Well! Public interest, convenience and necessity, eh? Also, offering \$5 prize in announcement-writing contest. Really, \$5 is too much, kind sir.

Away from temptation to KVOO, airing a mighty good instrumental trio in varied numbers. Of course one of them was a Herbert. The night wouldn't be complete without that.

A flip of the dial and the South again, this time WSB. Black-face vaudeville team from an Atlanta theatre. Diverting too. Lamden Kay announcing. He's one of the best.

WJR dispensing the Slumber Hour, which NBC decided nobody wanted. They found out different. Tchaikowsky. Real music. And Ludwig Laurier knows how to play it.

Reluctantly to WMC as Detroit begins fading. Dance music from a supper club. Snappy enough, but not so satisfying after Tchaikowsky.

More of the same from three or four other stations without stopping to identify.

WFAA halting the dial with a woman's quartet. Good voices that really blend, believe it or not. American numbers; plantation songs, in rich, full arrangements.

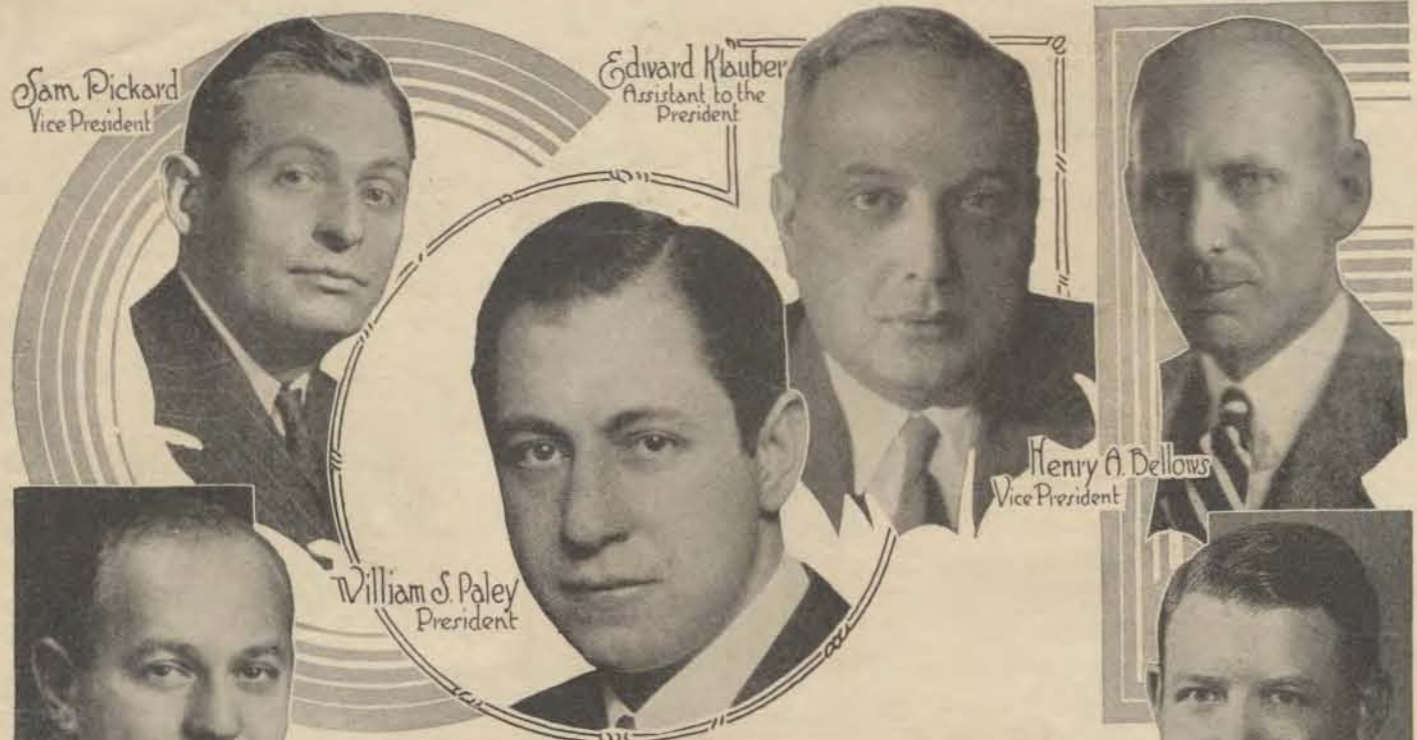
Breaking in on WHAS in the middle of a corking number by a top-notch concert orchestra. Ought to know its title. It's been a favorite for a long time. But can't remember. Old Sandman must be working.

WENR scattering dance paraphrase of "In a Persian Market." Good enough, but the original's better. Hard to improve on Kettelby.

And so to bed.

Good-night thought: It takes all kinds of programs to make radio.





# Who's Who at CBS

The Men and Women who have made Columbia the World's Largest single chain



SUNDAY

January 4, 11, 18, 25

CHAIN PROGRAMS

January 4, 11, 18, 25

SUNDAY

Table with columns for ALA.—MO. (Part Time), Program by 15-minute periods, and Eastern/Central Time. Rows list stations like 690 TORONTO CKGW, 960 TORONTO CFRE, etc.

Red symbols denote NBC; black symbols denote CBS. E. S. T. 6 to 7 P. M. C. S. T. 5 to 6 P. M.

- 1 Fox Fur Trappers With Earle Nelson, crooning fur-trapper. 2 Howard Dandies Freddie Rich's Orchestra; Diane Howard, soprano; Ben Alley, tenor. 3 Catholic Hour Sermon by noted Catholic clergyman; soloists; mixed vocal ensemble. 4 Raising Junior Humorous domestic skit with Aline Berry and Pete Dixon. 5 Margaret Olsen Soprano. 6 Cook's Travel Series

E. S. T. 7 to 8 P. M. C. S. T. 6 to 7 P. M.

- 2 Iodent Big Brother Club Dramatic sketch with Bob Emery. 3 R. C. A. Victor Hour Musical program. 7 Harbor Lights Tales of an old sea captain with Edwin M. Whitney. 8 Williams Oilmatics Fred. Waldner, tenor; orchestra director, Josef Koestner. 9 The Golden Hour of the Little Flower Religious service in Detroit, Mich. (Catholic).

AFTERNOON PROGRAMS

CBS. E. S. T. 12:30 P. M., International Broadcast. 1:30 P. M., Conclave of Nations. 2:00 P. M., Cathedral Hour. 3:00 P. M., New York Philharmonic Orchestra.

NBC. 2:00 P. M., Roxy Symphony Concert (WJZ). 3:00 P. M., National Youth Conference (WJZ). 4:00 P. M., Cathedral Hour (WEAF). 4:15 P. M., Canadian Pacific Musical Couriers (WJZ). 4:45 P. M., "Your Eyes" (WJZ). 5:00 P. M., National Religious Service (WJZ). 5:00 P. M., Davey Tree Hour (WEAF).

KEY TO LOCAL PROGRAMS N News S Sports O Educational T Dramatic P Children's feature W Comic R Religious X On the air

MUSICAL M 1. Band M 6. Popular M 2. Classical M 7. Symphonic M 3. Dance M 8. Organ M 4. Religious M 9. Semi-classical M 5. Novelty M Variety

Table with columns for NEB.—WIS. (Part Time), Program by 15-minute periods, and Eastern/Central Time. Rows list stations like KFAB LINCOLN 770, \*WOW OMAHA 590, WPG ATL-TIC CITY 1100, etc.

# Last Minute Program Announcements

THE Federal Radio Commission has submitted to Congress its fourth annual report on its activities.

It was just a year ago that the toga was draped about this regulatory body, making it a permanent one. But the Commission would be dyed a deeper purple, and now asks that Congress place in its hands power to silence the "racketeer" broadcasting stations which transgress the law, for periods not to exceed one month; that Congress exclude the Hawaiian Islands, Porto Rico, the Virgin Islands and Alaska from the five radio zones into which the nation is divided, decreasing the radius of radio, radically speaking; and here's the "rub"—or the "bump"—that Congress allow the Commission to compel the illumination and painting of radio towers, which, we are led to believe, interfere with aviation in the extent that ye olde telegraph pole used to impede automobile traffic.

Some mighty interesting statistics have been fed into this report to Congress. It states that during the fiscal year 8,543 applications for radio permits of every nature passed through the hands of the Commission. Of these, 944 cases demanded a hearing, after which only seventy-seven applications were granted, or approximately one out of every twelve presented.

While the Federal Radio Commission is fussing about the request of American broadcasting stations for more power, in other lands more than twenty stations using "super-power" are in process of construction. Russia is building a series of 100,000-watt power stations—just double the limit allowed to a chosen few broadcasters in America. Germany plans to replace its present aggregate of twenty-eight stations with eleven regional stations of "very high power." Oslo, Norway, is now using 60,000 watts. Italy is completing two 50,000-watters. Ireland (Free State) is planning a station more powerful than the Daventry station of the British Broadcasting Company.

The U. S. Service Bands are back on the air with a series of concerts to continue until September, 1931.

NBC announces the following schedule over its chains:

Mondays, Marine Band, 4 to 5 P. M., NBC-WEAF network.

Tuesdays, Marine Band, 10 to 11 A. M., NBC-WEAF network; Navy Band, 3 to 3:30 P. M., NBC-WJZ network.

Wednesdays, Army Band, 9 to 9:30 A. M., NBC-WJZ network.

Thursdays, Army Band, 4:30 to 5 P. M., NBC-WJZ network.

Fridays, Army Band, 9 to 9:30 A. M., NBC-WEAF network; Navy Band, 3:15 to 4 P. M., NBC-WEAF network.

Definite announcement of CBS's plans in this regard has not reached us, but we know that many of these concerts, as well as an evening series, will be heard over the Columbia network.

If the Federal Radio Commission permits, by the time these lines are read, WBAL, of Baltimore, and WTIC, of Hartford, powerful stations now dividing time on the same wavelength, will both be on the air full time on a permanent synchronizing plan. In our announcements last month, C. W.

*Not all of the programs directed to the housewife are of a sober and uplifting nature. As the title of their program, "The Sisters of the Skillet," indicates, the chubby comedians, Ed East and Ralph Dumke, devote themselves to lightening housework as assiduously as do any vacuum-cleaner or electric-washer salesmen. The two comedians, who double as Isabella Fryett, home-economics expert, and Miss Pet Plenty, adviser of the lovelorn, started out on WGN at Chicago. Now the NBC is sending them at 1:45 to 2 p. m., C. S. T., to WJZ, KWK, WREN, KFAB, KSTP, WMC and ROA.*

Horn, NBC general engineer, told our readers that a new transmitter has been developed which takes synchronization out of the laboratory stage. WTIC and WBAL propose to be the first stations to take advantage of this new development.

The Quaker Early Bird (Charlie Hamp) completed his early morning series on December 13. The Quaker Man (Phil Cook) will conclude his morning programs December 31. We understand that the sponsor plans to concentrate on Phil Cook's evening program and to make it available to a much larger number of stations in January. In addition, the rumor reaches us that Gene and Glenn, of WTAM, may replace Hamp and Cook for a morning Quaker program.

The Canadian National is continuing its Sunday afternoon series of symphonic concerts by the Toronto Symphonic Orchestra and a guest soloist. In addition to the coast-to-coast network of Canadian National Railways stations, this program

[Continued on page 45]



MAYTAG ORCHESTRA—Victor Young, director . . . NBC, Mondays at 9 p. m.



SUNDAY

January 4, 11, 18, 25

CHAIN PROGRAMS

January 4, 11, 18, 25

SUNDAY

Table with columns for ALA.-MO. (Part Time), Program by 15-minute periods, and Eastern/Central Time slots (8, 15, 30, 45). Rows list stations and programs like CKGW, CFRB, WAPL, etc.

Red symbols denote NBC; black symbols denote CBS

E. S. T. 8 to 9 P. M.
C. S. T. 7 to 8 P. M.

- 1 Major Bowes' Family
2 Chase and Sanborn Choral Orchestra
5 Enna Jettick Melodies
6 Collier's Radio Hour
1 The World's Business
2 U. S. School of Music
3 Kaltenborn Edits the News
4 The Gauchos

E. S. T. 9 to 10 P. M.
C. S. T. 8 to 9 P. M.

- 5 Majestic Curiosity Shop
6 Tone Pictures
3 Our Government
4 Atwater Kent Hour
6 Collier's Radio Hour
7 South Sea Islanders
8 World Adventures with Floyd Gibbons

Select from this list the program you prefer at the given time. Locate in the panels to the left and right the nearest station to you carrying it, and tune in. Enjoy what you want when you want it.

- KEY TO LOCAL PROGRAMS
N News
O Educational
P Children's feature
R Religious
S Sports
T Dramatic
V Variety
W Comic
X On the air
MUSICAL
M 1. Band
M 2. Classical
M 3. Dance
M 4. Religious
M 5. Novelty
M 6. Popular
M 7. Symphonic
M 8. Organ
M 9. Semi-classical
M Variety

Table with columns for NEB.-WIS. (Part Time), Program by 15-minute periods, and Eastern/Central Time slots (7, 15, 30, 45). Rows list stations and programs like KFAB, WOV, WPG, etc.

# Ramblin' Roun' Radiolan'

With **Wendell Hall** — red headed music-maker



**H**ELLO, Folks! How are you all this evenin'? Jes' thought I'd drop in 'n' say Howdo — Howdoo — Hello 'n' How's Every Buddy! Yes, Suh! Here goes jes' bustin' out in another little impromptu song 'n' story set-to — jes' mesmerizin' aroun' 'n' playin' a few tunes for my own amazement! — Oh-o — wait a minute — got mixed up — thought I was startin' out to shout out the Libby Show which I'm doin' now on NBC day-times. Have you heard it? Same old style as in the "way back when" days, but modernized — same old 3-piece Orchestra (my chair, my Uke 'n' me), 'n' same old 15 minutes of sunshine — jes' chummy chatter jes' for fun. Now that I've got that out of my system — wanted to tell you that, on a little trip into old Noo Yawk a few days ago, I found that, instead of Ted Husing's illustrious expression "old top, old sock, old thing," that they're greetin' one another over here with "old top, old *sop*, old thing."

... Duane Wanamaker, the Advertising Manager that made Majestic Radios famous, has gone literary — you'll find him pisecrackin' in the Chicagoan — he's now Vice-president of his firm too — Oh-ho, so *that's* his vice! . . . Have you seen Amos 'n' Andy's new picture? It's a jim-dandy 'n' the boys did themselves proud — the only one thing missing was Bill Hay. . . . There's a great song hit in this picture, too, "Three Little Words," or is it "Three Little Birds" or "Three Little Worms"? . . . Jean Paul King — the name of a mighty popular Chicago announcer — well, look what John Paul Jones did! . . . Yep, the red-headed music-maker jes' finished 26 weeks on the Shell Oil Program — 'twas a long, hard job — I'm jes' a shell of my former self!

. . . Speakin' o' Coon-Sander's Night-hawks Orchestra, met a Dumbdora the other Eve that thought Coon Sanders was the drummer — leader of the band — and that it was his brother, Joe Sanders, who played the piano!

**H**ISTORY repeats itself" — the old gag is surely asserting itself in the radio business lately. As I've stated often in these R-tickles, the *one* thing that built up the original popular interest in radio 10 years ago was the *personality* entertainment — the impromptu — the informal — the natural — the human — the individual. Then, as radio grew, especially during the past three or four years, it has become so "magnitudenous," so gigantic, big, commercial, so *impressed* with itself — that it became high-hat, formal and stilted. During the past few months, however, the potentates behind the throne have realized that, if they want to save their necks and keep radio from going into the popularity discard, they must come right back to *that* which built up the *original* entertainment interest *IN* radio. Well, why shouldn't they? — It's the backbone of radio itself — it is that which built up radio interest and put the industry where it is today. During the stilted period the potentates, with their methods, discouraged and destroyed — nipped in the bud — many a young, extemporaneous genius — many a wise-crackin' humorist — many a philosophical leader. Why? Because the Big Shots felt that they could not "trust the air" to some one that might say the wrong thing. They were so thoroughly commercialized that they must needs write and check 'n' double-check *every* word that was uttered by artist or announcer before it went out on the air, and they went stale. As we all know, too, Humor has always been sadly lacking in radio. Not until last year could radio afford to pay the recognized stage humorists of America; thus we heard Will Rogers, Eddie Cantor, Chic Sale, Ring Lardner, Harry Lauder, etc. Radio potentates said: "Here are men that we can *trust* to say the right thing, for look what we are paying them." In nearly every case, however, these famous stage humorists *flopped* — said the *wrong*

thing — and hurt themselves in the eyes of the public — Why? Because *they did not know their radio!!* What next? Today the potentates are racking their brains trying to find entertainers who can *talk* on the air and say the *right* thing. They had forgotten all about the boys and girls who originally made radio what it is, the boys and girls who haven't said the *wrong* thing in 8 or 10 years before the Mike. Now, the transition period is here — history is repeating itself — the *real* radio people are at last coming into their own. The year 1931 will see humor, personality and informality paramount!

**T**HE One-man Show" — the fifteen-minute impromptu idea — is the modern entertainment answer and it's the potentates' salvation. Already the radio fellows, Amos 'n' Andy, Phil Cook, Henry Burbig, Charley Hamp, Ray Perkins and Tony Cabootch, are working at it steadily and nationally. But the *real* old-timers, the radio entertainment *originators*, with three, four and five years' more experience than most of the above-named personalities, are the ones that are being called in by the Chains now. Radio needs them badly, and the Advertisers are willing to pay dearly to get their radio *experience!* Here are a few of them: Gene and Glenn, Vaughn DeLeath, Little Jack Little, The Three Doctors, Little Joe Warner, Breen and DeRose, Jack Nelson, Art Gilham, Jolly Bill Steinke, John and Ned, Joe Sanders, and many others. These folks are probably the most *valuable* radio personality names in the United States *to-day!* History is repeating itself. — This time, however, these famous names will be written into radio history so that they will never be erased.

**W**ELL, I gotta ramble on — I'll be seein' you pretty soon — pretty sooon — pretty so-o-oooon. Nite Owl.

Sincerely,

WENDELL HALL.



SUNDAY

January 4, 11, 18, 25

ALA.—MO. (*Part Time)	Program by 15-minute periods							
EASTERN TIME	10	15	30	45	11	15	30	45
CENTRAL TIME	9	15	30	45	10	15	30	45
690 TORONTO CKGW	1	7	8	3	3			
960 TORONTO CFRB	M2	M2	M2	M2	N	R	R	R
1140 BIRM'GH'M *WAPI	1	7	M	M	M	M3	M3	M3
930 BIRM'GH'M WBRC	M3	M3	M3	M3	M3	M3	M8	M8
1040 HOT SP'GS *KTHS	M	M			M9	M9		
1390 LIT'LE R'CK *KLRA	X	X	3	3	4	4	4	4
830 DENVER KOA	1	2	2	3	3	4	5	5
560 DENVER KLZ	1	1	M8	M8	M8	M8	R	R
1060 HARTFORD *WTIC	M2	2	2	M5	M6	M6	M6	M6
1330 HARTFORD WDRC								
630 WASH'GT'N WMAL	1	1	2	2	4	4	4	4
950 WASH'GT'N WRC	1	2	2	3	3	4	5	5
620 Clearwater WFLA St. Petersburg WSUN	6	7	M9	M				
900 JACKS' NV'E WJAX		7	X	3	3			
1300 MIAMI B. WIOD	M2	7	8	3	3	M6	5	5
560 MIAMI WQAM								
740 ATLANTA WSB	1	7		3	3	4	5	5
1020 CHICAGO KYW	M6	M6	M6	3	3	M	N	M3
770 CHICAGO *WBBM	1	1	3	3				
870 CHI. WENR-WLS	M7	M7	M7	M7	X	X	W	M
720 CHICAGO WGN	1	2	2	M	N	M	M	M
560 CHICAGO *WIBO		7						
670 CHICAGO WMAQ	R	M	M	M	M	M	M	M
1160 FT. WYNE*WOWO	1	1	3	3	M4	M4	M4	M4
1230 IND'P' LIS *WFBM					4	4	4	4
1260 C'NCL BL'FS KOIL	1	1	3	3	M3	M3	M3	M3
1000 Dav. Des M'nes WOC*WHO	1			3	3			
600 WATERLOO WMT	M9	M9	3	3	4	4	4	4
1220 LAWRENCE*WREN	6	7	8	8	X	X	A	A
580 TOPEKA *WIBW	X	X	3	3	M	4	4	4
1300 WICHITA *KFH			X	X	4	4	4	4
1490 COVINGTON*WCKY								
820 LOUISVILLE WHAS	1	7	X	3	3	M9	M2	M2
1250 N. ORL'NS WDSU								
1320 N. ORL'NS WSMB	1	7	M	M	M	M	M	M
620 BANGOR WLBY					4	4	4	4
940 PORTLAND WCSH	M8	2	2	3	3			
1060 BALTIMORE*WBAL								
600 BALTIMORE WCAO	1	1	2	2				
990 SPRINGFIELD WBZ	X	7	X	X	X	X		
590 BOSTON WEEL	1	2	2	3	3			
1230 BOSTON WNAC	1	1	2	2	N	M8	M8	M8
1200 WORCEST R WORC	M6	M6	2	2				
580 WORCESTER WTAC	X	2	2	N				
1410 BAY CITY WBCM								
1240 DETROIT WXYZ	1	1	3	3	4	4	4	4
750 DETROIT WJR	6	7	8	8	X	X		
920 DETROIT WWJ	1	2	2	3	3	4	5	5
810 MINNEAP WCCO	X	X	3	3	4	4	4	4
1460 ST. PAUL KSTP	1	2	2	M9	M9	4	5	5
1270 JACKSON WJDX		7	X	3	3			
950 KAN. CITY KMBC	1	1	3	3	R	R	R	R
610 KAN. CITY WDAF	1	2	2	3	3	M	M	M
1090 ST. LOUIS KMOX	1	1	3	3	M3	M3	4	4
550 ST. LOUIS *KSD	1							
1350 ST. LOUIS KWK	6	7	8	8	X	X	A	A

CHAIN PROGRAMS

January 4, 11, 18, 25

SUNDAY

Program by 15-minute periods								NEB.—WIS. (*Part Time)
10	15	30	45	11	15	30	45	EASTERN TIME
9	15	30	45	10	15	30	45	CENTRAL TIME
						A	A	KFAB LINCOLN 770
1	2	2	3	3	4	5	5	*WOW OMAHA 596
T	T	2	2	4	4	4	4	WPG ATL'IC CITY 1100
								WOR NEWARK 710
1	2	2	3	3	4	5	5	WBEN BUFFALO 900
								*WGR. BUFFALO 550
1	1	2	2	4	4	4	4	*WKBW BUFFALO 1480
1	1	2	2	4	4	4	4	WABC NEW YORK 860
1	2	2	3	3	4	5	5	WEAF NEW YORK 660
6	7	8	8	9	9	A	A	WJZ NEW YORK 760
6	M2	8	8	9	9	X	X	WHAM ROCHESTER 1150
1	1	2	2	4	4	4	4	*WHEC ROCHESTER 1440
1	2	2	3	3	4	5	5	WGY SCHEN'D'Y 790
1	1							*WFLB SYRACUSE 1360
X	X	2	2	4	4	4	4	WBT CHARLOTTE 1080
								WPTF RALEIGH 680
								WWNC ASHEVILLE 570
1	1	3	3	4	4	4	4	WDAY FARGO 940
1	1	2	2	M3	M3	M3	M3	WADC AKRON 1320
1	1	X	X	X	X	X	X	WKRC CINCINNATI 550
M3	7	8	8	X	X	M3	M3	WLW CINCINNATI 700
1	M3	M3						WSAI CINCINNATI 1330
1	1	T	T	M3	M3	M3	M3	WHK CLEVEL'D 1390
1	2	2	3	3		5	5	WTAM CLEVEL'D 1070
								WAUI COLUMB'S 640
1	1	3	3	4	4	4	4	WSPD TOLEDO 1340
V	V	2	2	4	4	4	4	*WKBN YO'NGST'N 570
1	1	M6	M6	4	4	4	4	KFJF OKLA CITY 1480
1	7		3	3				WKY OKLA.CITY 900
1	7	M6	3	3	N	N		*KVOO TULSA 1140
								*WHP HARRIS'B'G 1430
1	1	2	2					WLBW OIL CITY 1260
1	1	M3	M3	M	N	M9	M9	WCAU PHILAD. 1170
								*WFAN-WIP PHIL.616
1	2	2	3	3	X	X	X	*WLIT-WFI PHIL. 560
N	7	8	8	9	9	A	A	KDKA PITTSB'GH 980
1	2	2	3	3				WCAE PITTSB'GH 1220
1	1	2	2					WJAS PITTSB'GH 1290
1	1	2	2	N	M8	M8	M8	WEAN PROVID'NCE 780
M	2	2	X					WJAR PROVID'NCE 890
M2	M2	M2	M2	4	4	4	4	WDOD CHATTA. 1280
1	7							WMC MEMPHIS 780
M9	M9	M8	W	4	4	4	4	*WREC MEMPHIS 600
1	1	2	2	4	4	4	4	*WLAC NASHV'LE 1470
1	M6	M6	3	3	M6	M	M	WSM NASHV'LE 650
		3	3					*KRDL DALLAS 1040
1	M	M	M	M3	M3	5	5	WFAA Dallas 800
1	X	X	3	3	X	X	X	WBAP Ft. Worth 800
T	M9	M9	M9					KPRC HOUSTON 920
1	7	M2	M2					*KTSA S. ANTONIO 1290
V	V	2	2	4	4	4	4	WOAI S. ANTONIO 1190
M2	7	X	3	3	4	M3	M3	*WTAR NORFOLK 780
M	M	2	2	4	4	4	4	WRVA RICHM'D 1110
M5	2	2	3	3	X	5	5	WDBJ ROANOKE 930
X	X	3	3	4	4	4	4	*WEBC SUPERIOR 1290
M4	2	2	3	3	M3			*WISN MILW'KEE 1120
								WTMJ MILW'KEE 670

Red symbols denote NBC; black symbols denote CBS  
 E. S. T. 10 to 11 P. M.  
 C. S. T. 9 to 10 P. M.

1 Royal Poet of the Air  
 Featuring Jesse Crawford and the Duotones.  
 2 Around the Samovar  
 Peter Biljo's Balalaika orchestra; soloists, vocal and instrumental.

3 Be Square Motor Club Program  
 Orchestra with script act.

1 Atwater Kent Hour  
 Concert orchestra; director, Josef Pasternack; soloists.

2 Studebaker Champions  
 Orchestra director, Jean Goldkette.

3 Sunday at Seth Parker's  
 Down East hymn sing.

6 Evensong  
 Vocal and instrumental.

7 Pennzoil Pete  
 Andy Sannella and novelty orchestra.

8 Kaffee Hag Slumber Music  
 String ensemble.

E. S. T. 11 to 12 P. M.  
 C. S. T. 10 to 11 P. M.

3 Sunday at Seth Parker's  
 Down East hymn sing.

4 Sam Herman  
 Xylophonist, assisted by Frank Banta, pianist.

5 Russian Cathedral Choir  
 Vocal soloists, male quartet.

9 Radio Luminaries

A Reminiscences  
 Erva Giles, soprano; Godfrey Ludlow, violinist; male quartet; Keith McLeod, organist; Alwyn E. W. Bach, narrator.

4 Back Home Hour from Buffalo  
 Religious service with symphony orchestra; quartet and soloists. Sermon, Rev. Clinton H. Churchill.

What do your favorite stations offer at this time. Note the symbols after them in the columns at left and right, and find them described in this middle column. Make your choice and tune in.

KEY TO LOCAL PROGRAMS  
 N News S Sports  
 O Educational T Dramatic  
 P Children's V Variety  
 feature W Comic  
 R Religious X On the air

MUSICAL  
 M 1. Band M 6. Popular  
 M 2. Classical M 7. Symphonic  
 M 3. Dance M 8. Organ  
 M 4. Religious M 9. Semi-classical  
 M 5. Novelty M Variety



# "Radio's 'Swan' Songster"

By Dale Wimbrow

THIS story has to do with Harry Swan, not good-looking, not hard to look at, not small, not large—in fact, not much of anything except one of my best friends, "uncle" to half the kids in Greater New York, and an absolutely unexpected bundle of genius and versatility.

We all know the hallowed old saying, "Jack of all trades, master of none." This adage would seem to apply to-day as never before. With practically every individual specializing, and the city the size of New York holding thousands of competitors in any given specialty, the dividing of one's interests would seem to pre-ordain vocational suicide. However—in spite of Chic Sale—this feller Swan has smacked that hoary old proverb right square on the nose, and sent it whimpering back to the obscurity where all fallacies belong.

Harry is Jack of all trades in a big way, and *master* of none. You, reader, can probably play a piano better than he does—but can you also quack like a duck? Maybe you can crow like a rooster—he does bantam and leghorn, bass or treble—but can you also warble like a canary graduate of the Hartz Mountain Conservatory? Oh, well, comparisons are just as odious here as elsewhere. I therefore, believing as did Gray in his immortal "Elegy" that "full many a gem" lies in the dark ocean caves, call upon you to meet Harry Swan, the man behind the man behind the "mike."

Somewhat over a year ago life's current twisted a couple of unimportant straws about, and I met Harry Swan. The knees in my one pair of pants were just about gone, and the seat getting very thin, due to a lot of praying and a lot more bench-warming in outer offices. He asked me where he could find a job. Asked *me*, mind you, right at the time when, if a "job" had stepped up and tapped me on the shoulder, I'd have thought it was the sheriff to repossess my watch. Nevertheless, he'd asked me, and (I'll never understand the phenomena, but somehow the other feller's hard luck always causes our own misery to dwindle) I immediately felt like a capitalist. So, hitching up my belt at the spot where

the waist-line was beginning to look like a separation point, I tried to concentrate. 'Twas kinda hard to do, for all the time I was wondering where I could corral a cup of coffee. Finally from some dim recess in an already depleted memory I dug up a glimmer. "Go, see Brad Browne," I said—random shot. (Note.—If you ever write Brad to verify this yarn, don't fail to spell his name in full. He's fonder of that last "e" than of his wife, and Nit Wit Patience Bumpstead is a mighty nice gal.)

It *was* a random shot, but it hit the mark, and just on such small things does fate hang the shifting of her destinies.



HARRY SWAN, CBS

Harry went to see Brad Browne. That was before the Columbia Broadcasting System blossomed out like the lily of the field. WABC was then owned by A. H. Grebe, and radio was just sheddin' its milk teeth—the wisdom hadn't sprouted—have they *yet?*—and he didn't get much money. The point is that he connected with radio, the rest of it has been hard work. The elements of chance and luck played their part without doubt, but I've also observed that the harder we work the better luck we have.

In a little while the "Swan's" ribs be-

gan to fill out, and the feathers of a somewhat bedraggled plumage began to lay straight and glossy. He made himself virtually indispensable, and the knowledge of all trades began to assert its usefulness. Brad and Al Lewellyn were the Cellar Knights of the program of the same name. Harry was the rest of it—whether it meant acting the part of a proprietor of a hash-house or an underfed alley cat.

Radio was still married to the band-quartet-soprano type of program, but had begun to cast surreptitious glances at Reno—which action had been forced by outraged listeners—and as soon as dramatic sketches began to grow in numbers some one was needed to supply and produce atmosphere. Who was better equipped to step into the breach than the Jack of all trades? Soon Harry found himself doing door-slams, calf-bellering and thunder-storms, besides playing one major and three minor roles (as well as interpolating a song for the actor who could "act," but not sing), all in the same production. Often he was receiving less money for doing five distinct types of performance than the actor who specialized only in the reading of lines.

I protested that he was throwing away his talents, and pointed out that it was only "just" that he demand fair remuneration for his services. I was wrong—and, oh, how I "admire" to admit it when I've been wrong. For each such admission means another mistake I'll never make again. He was subtly carving a niche of indispensability, and, anyhow, there wasn't money to pay him adequately. You see, radio was (and is yet) still feeling its way. We can only dimly surmise where it will eventually take us. Those who produced programs had just so much money in the budget and no more. This was usually only enough to pay actors' salaries. Big advertisers had the bad habit of paying fabulous prices for "big names" who more often than not weren't effective on the air, and leaving the bulk of real entertainment to underpaid, undernourished unknowns. They also forgot that trees must sigh and motors must "mote" if the production was to sound real; so, in desperation, the cry went out, "Where is Harry Swan?" He bobbed up smiling, impersonated with equal facility a billy goat or porcupine, read the "star's"

[Continued on page 47]

MONDAY

January 5, 12, 19, 26

CHAIN PROGRAMS

January 5, 12, 19, 26

MONDAY

Red symbols denote NBC; black symbols denote CBS

E. S. T. 6 to 7 P. M.
C. S. T. 5 to 6 P. M.

- 1 Black and Gold Room Orchestra
2 Who's Behind the Name?
3 Susan Steell
8 Rise of the Goldbergs
9 Mormon Tabernacle Choir and Organ
A Literary Digest Topics in Brief
1 WSPD Commodores
2 Dance Music from New York
3 My Bookhouse Story Time
4 Semi-Hex Program
5 Dance Music from New York City
6 Current Events
7 The Gruen Town Crier
A The Vagabonds
8 Evangeline Adams
9 Anheuser Busch Program
5 To Be Announced
6 The World To-day
7 Colonial Beacon Lights
B The Pepsodent Program
C Tastyest Jesters
D Phil. Cook
E Roxy's Gang

KEY TO LOCAL PROGRAMS
N News
O Educational
P Children's feature
R Religious
S Sports
T Dramatic
V Variety
W Comic
X On the air
MUSICAL
M 1. Band
M 2. Classical
M 3. Dance
M 4. Religious
M 5. Novelty
M 6. Popular
M 7. Symphonic
M 8. Organ
M 9. Semi-classical
M Variety

Table with columns for station (ALA.-MO.), program, and time slots (6, 15, 30, 45) for Eastern, Central, and Mountain time zones.

Table with columns for station (NEB.-WIS.), program, and time slots (6, 15, 30, 45) for Eastern and Central time zones.



# Auditions

By Harry Mack Studio Director WNY



THE old theatrical "amateur night," a thing of the past, is remembered with tolerant amusement by many of us who get a real thrill seeing the deadly hook drag in its quarry. In a modified way, and with a somewhat truncated audience, the show still goes on. The radio audition is a show all in itself, particularly in the local unit where material in the raw—very raw sometimes—presents itself for the terrible ordeal. It is eight o'clock Friday evening, time for the show to begin.

Promptly at eight o'clock the studio director is ready to deal with a curiously assorted number of people eager to sacrifice everything for the privilege of getting over the air and the possible rewards just beyond.

The first arrivals—two children. They present their music, the boy a violinist, the girl at the piano—a concerto by Vivaldi. We hazard the adagio and find the hand unsteady and the intonation poor, the girl meantime doing fairly well at the piano. We stop the slaughter and tackle the presto. Precisely as we had expected, the young muse dazzles us with his rippling arpeggios, though we shudder to think how many notes have been missed. His teacher is to blame and should be arrested for allowing the child to attempt such task. Exit Number 1.

Enter Number 2. Oh, these sopranos! She has the bulk of a Dempsey and the outward poise of a Buddha. But no sounds come forth after the piano introduction, and she insists that the waiting and peering audience make her nervous. We begin again, after changing her position, but still the vocal organs remain inert, and for once in our radio career the mystery of life remains sweet. She gathers up her coat and music, makes for the door and flees the place in a self-imposed disgrace.

Number 3 undulates in. The voice decidedly English and arresting. A refreshing moment—the song in good taste. But of a sudden and apropos of nothing: "You can see I have a voice, kawnt you?" The studio director, resenting this unusual usurpation, replies tritely: "I can hear what I hear." Again we launch into the opening bars of a billowy sea; the sailing is good when, sans

warning, Number 3 wrecks his radio prospects with a "Sorry, but I have a slight case of constipation and it is affecting my voice. Good day." And he undulates out with poetic movement, leaving behind a perplexed studio staff.

Two men, a boy and a little girl. Mule-skinners from the Ozarks. We place the group around the mike. In the hands of these simple folk the elemental sentiment of the songs becomes something worth while, with their equipment of banjos, guitars, sweet potatoes, harmonicas and Jew's harps. After booking the "Ozark Muleskinners," we proceed, wondering sometimes why women are in the ascendency.

Her voice is abominable; we are sorry indeed, but the spirit is Spartan and she observes: "Well, if you won't let me sing, can you use a lady for cooking?" Number 5 is really making good dispensing recipes and telling other ladies how to keep husbands at home and happy. Proving that radio does develop versatility.

Two adolescent boys, one of whom has safely gotten by that stage of fluctuating voice, the other still undergoing its embarrassments. The former passes; we hardly dare chancing the second, who might be anything from a soprano to a tenor. "May I return in a month?" he inquires timidly and naively. Not knowing the secrets and tricks of mother nature, we solemnly advise waiting until the voice has settled.

A Hungarian band—what pride they take in their instruments! They arrange themselves about the mike, and, without a single note, play on and on, bewitching us with the rise and fall of a mellifluous, gorgeous flow of sound. We would all be vagabonds and follow but for the voice of duty which calls stentorically: "Number 8 is waiting."

A find indeed! A soprano who can "cadenza" and yet not scandalize the mike, nor, as Damon Runyon would say,



Greater built-in power through better construction. Precision and quality in every part. That's why Majestic Tubes insure truest tone, amazing distance, dependable operation. A Majestic program is broadcast over the Columbia System each week day morning and on Sunday night. Try your new Majestic Tubes on these famous Majestic programs.

## Majestic

RADIO TUBES

Unconditionally Guaranteed Against Manufacturing Defects

"break her porcelain obligato." Demented Lucia, still looking around on the floor for a lost trinket, behaves precisely the same in the studio, alternately caressing and fleeing the mike, and in this wise successfully negotiating that instrument's physique.

And so the show goes on, alternately productive and barren, and yet holding within its very heart the great expectation. The joy of achievement is sufficient spur, and the will to carry on can be well inculcated by the director who is not an emotional infant, and who is able to overlook natural human blunders. After all, there is an opportunity still for every one who fails, if he will but find his medium, and the old adage still obtains: "If at first you don't succeed, try, try again."

MONDAY

January 5, 12, 19, 26

CHAIN PROGRAMS

January 5, 12, 19, 26

MONDAY

Table with columns for ALA.-MO. (Part Time), Program by 15-minute periods, and Eastern/Central Time. Rows list various radio stations and their broadcast schedules.

Red symbols denote NBC; black symbols denote CBS

E. S. T. 8 to 9 P. M. C. S. T. 7 to 8 P. M.

- 1 Voice of Columbia
2 Literary Digest Topics in Brief
3 Arabesque
4 How's Business
5 Fifteen Minutes in the Nation's Capitol
6 A. & P. Gypsies
7 Roxy's Gang
8 Ipana Troubadours-Ingram Shavers

E. S. T. 9 to 10 P. M. C. S. T. 8 to 9 P. M.

- 4 The Three Bakers
5 Bourjois-An Evening in Paris
6 A. & P. Gypsies
7 General Motors Family Party
8 Maytag Orchestra
9 Cheseborough Real Folks

CBS-DAILY EXCEPT SUNDAY
Organ Reveille, 7:30 A. M. Popular Music by Fred Feibel. Morning Devotions, 8:30 A. M. Religious Services, led by New York Clergymen. Something for Every One, 9 A. M. Music, News, Hymns, Poetry, by Ernest Natfzger. Radio Home-Makers' Club, 10 to Noon. Feature Periods for Women, by Ida Bailey Allen. Music, Noon to 2:30 P. M. A Succession of Orchestras, Choruses, Quartets. School of the Air, 2:30 P. M. (School-days.) A Nation-wide Educational Program.

KEY TO LOCAL PROGRAMS
N News S Sports
O Educational T Dramatic
P Children's V Variety
R Religious W Comic
X On the air

MUSICAL
M 1. Band M 6. Popular
M 2. Classical M 7. Symphonic
M 3. Dance M 8. Organ
M 4. Religious M 9. Semi-classical
M Variety M 5. Novelty

Table with columns for NEB.-WIS. (Part Time), Program by 15-minute periods, and Eastern/Central Time. Rows list various radio stations and their broadcast schedules.

# "The Three Bakers"

**I**N these days of meticulously perfect radio programs on the broadcasting chains, it is seldom that the audience has the refreshing experience of listening to genuine ad-lib comedy.

With the new year safely on its way, such a program is now assured for radio listeners, and, furthermore, it will be heard on the largest of all networks, one embracing sixty-seven different stations from coast to coast. The new program, sponsored by the Fleischmann Yeast Company, in addition to their already popular program featuring Rudy Vallee, emanates from WMAQ in Chicago, and is broadcast from the Atlantic to the Pacific over Columbia's stations each Monday night at 9 P. M. (E. S. T.).

This new program is known as "The Three Bakers" and presents three of the most amusing comedians now on the air. It brings to America a type of entertainment that will soon take its place as one of the biggest fea-



READY FOR THE AIR.

**I**N her teens, while living in Chicago, Harriet Lee began studying, with miscellaneous hopes for a stage career. Possessed of limited means, she worked in Lyon and Healy's, a well-known music store. Here she redoubled her interest in songs and singing through contact with the many customers—some of them from the opera, some of them from the university. She saved money on her lunches to pay for lessons from Dr. F. Lulek.

One day a violinist came in while she was taking a lesson. He noticed that she was the same girl who had sold him some transcriptions the week previous.

Next day he took her to a Chicago broadcasting station. She was tried out and immediately got a contract. The pay was only \$40 a week, and she had to sing on about eight different programs, but the training was excellent.

Wendell Hall, then representative of Majestic Radio, heard her and offered her an engagement in New York with his organization. Subsequently she became a member of the CBS.



Joe Rudolph, Edith Shuck, Ransom Sherman, Russell Pratt,  
"Taking Lessons in Baking."

tures now on the air. Probably you remember them as "The Three Doctors," one of the Midwestern groups of stars who have been convulsing audiences with their "nut" comedy.

Nothing on this program is prepared in advance. The entertainers stroll into the studio, go into a heavy conference right before the microphone and compose the program right before their audience's ears. Without further ado, they present their pot-pourri of melodies, quips, jests, or what have you—in fact, a regular "nut" program.

Masters of mimicry, nothing is too serious for the Three Bakers to burlesque. No subject too deep for them to discourse upon. They create on the spur of the moment amazing dialogue and recitation; produce a drama, or "drayma," as they prefer it to be known, with a cast of eight or ten characters all portrayed by Pratt and Sherman, with musical interludes furnished by Rudolph, the musician of the group. Rudolph builds the musical backgrounds out of fragments of popular ditties, operatic scores and orchestral selections.

They refuse to rehearse. They say rehearsing destroys their spontaneity.

**E**XPERIMENTS in radio transmission over short-wave channels, generally utilized in television experiments, have been conducted by the National Broadcasting Company for the past several months, according to C. W. Horn, general engineer.

These experiments, however, cover only one or two aspects of television experimentation, and do not point to any inauguration of television broadcasts on NBC networks in the near future, the engineer stated.

"These investigations of television bands are being made by engineers who are always experimenting and testing in order to add to their store of knowledge for the creation of future structures."

Other work along the same general lines is being done by NBC experimental engineers in conjunction with workers in the RCA-Victor laboratories at Camden, N. J., the engineer explained.

"But these searches for knowledge do not mean that we can predict the date of television. They do mean that we are striving to learn when we can have television," Horn said.

*Bounder*—Don't stop me; I'm going into this shop and buy a new cover for my typewriter.

*Rounder*—But that is a fur shop.

*Bounder*—Well!

Dr. Charles Fleischer, who, as Columbia's Sunday morning commentator, discusses the most striking news event of the week in national and international affairs, has been asked by some of his foreign listeners to use Esperanto for his broadcasts.

Aptly introduced in a recent "Something for Every One" program over the Columbia-WABC network, was the Ellis Island skit of Harry Swan, who talked to himself in Scandinavian and answered in seven different dialects.

The regular Tuesday morning beauty chats of Doris Lee over Station KYW were occasioned by the recent opening in Chicago of the world's first "all-service" station, where women may have every kind of beauty service, from a pedicure to a coiffure, under one roof.

When Ted Harris, member of Radio Home-Makers, was preparing for his part in Channing Pollock's play, "The Enemy," which was broadcast over the Columbia network, his entrance was accompanied by a deep moan, which was very difficult to get right. Harris practiced in his bathroom at home, and his moans were so realistic that a neighbor thought some one was dying and summoned the caretaker to investigate.

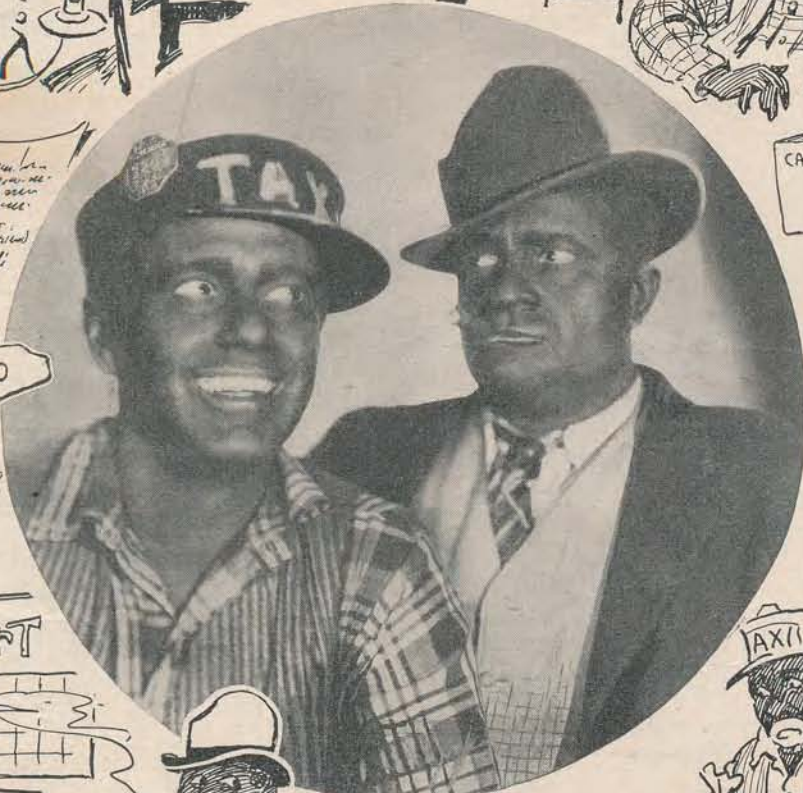








# Amos 'n' Andy



CASH

0  
0  
0  
0

you are  
in our  
program  
your friend  
Primo Al  
Bendo

CHART



John White, the Lonesome Cowboy of the NBC "Death Valley Days" program, goes to a corner and strums his guitar for twenty minutes before going on the air.



The Countess Olga Medolago Albani, soprano heard in several NBC programs, is an expert fencer.



Fourteen of the eighteen announcers at NBC are singers, the majority being baritones.



The Parnassus Trio, directed by Olga Serlis, has been broadcasting more than six years. The group has been a daily NBC feature for more than three years.



Pierre Brugnon, master of ceremonies for WABC's "Evening in Paris," is quite understandable, despite the fact that he has sung stellar roles in opera both here and on the Continent.



Both Ford Bond and Charles B. Tramont, NBC announcers, were physicians in embryo when radio cut into their plans.



William Merrigan Daly, NBC orchestra leader, wears a cap constantly, even with formal dress.



Wonder how many taxi fares Ernie Smith, KFRC's football announcer, has to pay. He is usually accompanied by Prince Igor, who weighs 185 pounds. The "prince" has three strains in his ancestry, Great Dane, St. Bernard and Shepherd Police. He has never been so rude as to bark during a broadcast.



They are called children's concerts, but on any Saturday morning you will find a representative group of WABC's musicians listening to Ernest Schelling's description of philharmonic music.



Reinald Werrenrath, vocal counsel for NBC, and Deems Taylor, American composer, were roommates at New York University in 1904. It was at this time that Taylor wrote the musical arrangement of Oliver Wendell Holmes' poem, "The Chambered Nautilus." Despairing, after much persuasion, to get Taylor to complete the musical composition on scheduled time, Werrenrath finally locked him in his room until the work was completed.



UNIQUE, far-reaching and indispensable are the services which Miss Madge Tucker renders radio and the radio public. On every day of the week she is occupied with the children of the land —entertaining and developing them.

Which all accounts for your child, or young relative, wanting to be near the radio in the late afternoon hours, so as to tune in on Madge Tucker's "Lady Next Door" programs over NBC.

All this magnetism is embodied in Miss Tucker, who, before her radio debut five years ago, was a successful actress. She is a fairy princess for the child who comes to her with real talent.

Although it is Miss Tucker who writes, directs and produces the children's programs, even the smallest tot under her able management has a voice in the productions.

Every Saturday afternoon all her child artists assemble for a party of their own planning and invite Madge Tucker as their guest.

Much latent talent has been uncovered by Miss Tucker in children who have participated in her Sunday morning musicales.

**TUESDAY**

January  
6, 13, 20, 27

**CHAIN PROGRAMS**

January  
6, 13, 20, 27

**TUESDAY**

ALA.—MO. (*Part Time)	Program by 15-minute periods								
EASTERN TIME	6	15	30	45	7	15	30	45	
CENTRAL TIME	5	15	30	45	6	15	30	45	
690 TORONTO	CKGW	1	1	M6	M6	C	M6	M6	M6
960 TORONTO	CFRB	M	M	2	4	5	O	O	W
1140 BIRM'GH'M	*WAPI	1	1	O			5	6	
930 BIRM'GH'M	WBRC	1	2	2	4	X	6	X	8
1040 HOT SP'GS	*KTHS						M	7	
1390 LIT'LE R'CK	*KLRA	X	2	2	4	5	6	X	8
830 DENVER	KOAX	1	1	2	O	NO	5	F	H
560 DENVER	KLZ	X	M6	M6	4	W	W	P	8
1060 HARTFORD	*WTIC	M6	N	M6	M5				
1330 HARTFORD	WDRC								
630 WASH'GT'N	WMAL		2	2	4	5	M5	V	V
950 WASH'GT'N	WRC	1	1	2	3	C	X	F	H
620 Clearwater St. Petersburg WSUN	WFLA	M9	M9	M9	B	C	M5	M5	V
900 JACKS' NY'E	WJAX				B	C	5		
1300 MIAMI B.	WIOD	M6	M6	M6	B	C	X	M7	M7
560 MIAMI	WQAM								
740 ATLANTA	WSB								7
1020 CHICAGO	KYW	M7	M7	P	P	M6	M5	M3	M3
770 CHICAGO	*WBBM	O	M8	P	M6	M6	M6	W	W
870 CHL. WENR-WLS	P	P	M	M8	M6	O	O	O	
720 CHICAGO	WGN	O	O	M8	M8	P	M8	M9	W
560 CHICAGO	*WIBO					X		F	
670 CHICAGO	WMAQ	1	P	P	P	5	V	V	8
1160 FT. WYNE	*WOWO								
1230 IND'P'LIS	*WFBM	1		2	4				
1260 C'NCIL BL'FS	KOIL	1	M8	P	M3	5	6	O	8
1000 Dav. Des Moines WOC	*WHO	1	1			X	5		
600 WATERLOO	WMT	M6	P	P	4	X	6	M6	N
1220 LAWRENCE	*WREN	9	M5	M5	NW	X	E	F	X
580 TOPEKA	*WIBW			P	P	X	6	N	M9
1300 WICHITA	*KFH	X	X	X	4	5	6	X	X
1490 COVINGTON	*WCKY	1	1	O	MN	C	E		
820 LOUISVILLE	WHAS	M5	M5	M3	M3	M	5	M	7
1250 N. ORL'NS	WDSU	1							
1320 N. ORL'NS	WSMB	M3	M3	M9	X	X	M9	NS	7
620 BANGOR	WLBZ					5			
940 PORTLAND	WCSH	M	N	O	P	X	M	6	6
1060 BALTIMORE	*WBAL					C	M9	M6	M6
600 BALTIMORE	WCAO	M3	M3	M3	M3	5	M	M5	8
990 SPRINGFIELD	WBZ	X	A	A	B	C	M6	F	M1
590 BOSTON	WEEI							6	6
1230 BOSTON	WNAO	M	M	M	M	M	M	M	M
1200 WORCESTER	WORC	M7	M9	M7	M9	5	6	M	8
580 WORCESTER	WTAG	M9	M9	N	M5	M9	M9	6	6
1410 BAY CITY	WBCM	X	2	2	4	5	6	M	M
1240 DETROIT	WXYZ	1	M3	M3	4	5	6	X	8
750 DETROIT	WJR					C			
920 DETROIT	WWJ					X			
810 MINNEAP	WCCO	1	P	2	N	5	6	6	8
1460 ST. PAUL	KSTP	1	1	NO	NO	M8	5	T	T
1270 JACKSON	WJDX			2	3				7
950 KAN. CITY	KMBC	1	P	2	W	W	W	M6	M6
610 KAN. CITY	WDAF	P	P	O	O	M2	M2	M2	7
1090 ST. LOUIS	KMOX	1	M3	M3	W	M3	M3	O	8
550 ST. LOUIS	*KSD	1	1	2	3				7
1350 ST. LOUIS	KWK	9	O	M3	O	M3	W	F	M5

Red symbols denote NBC; black symbols denote CBS

E. S. T. 6 to 7 P. M.  
C. S. T. 5 to 6 P. M.

- 1 Black and Gold Room Orchestra**  
Director, Ludwig Laurier.
  - 2 Who's Behind the Name?**  
Biographical sketches.
  - 3 Black and Gold**
  - 8 Raising Junior**  
Domestic skit with Aline Berry and Peter Dixon.
  - 9 George Simons**  
Tenor.
  - A Savannah Liners Orchestra**  
Harold Sanford, director.
  - B Literary Digest Topics in Brief**  
Lowell Thomas.
  - 1 National Security League**  
Broadcast series.
  - 2 Concert Orchestra**  
CBS.
  - 3 Eno's Effervescence**  
Heywood Brown.
  - 4 The Vagabonds**  
Emery Deutsch, director.
- \*
- E. S. T. 7 to 8 P. M.  
C. S. T. 6 to 7 P. M.
  - 5 Political Situation in Washington To-night**  
Frederic William Wile.
  - 6 Musical Aviators Orchestra**  
Dance music.
  - 7 Wise Shoe Company Program**  
Walter Winchell and guest artists.
  - 8 The Early Book Worm**  
Alexander Woolcott.
  - 4 Voters' Service Program**  
Under auspices National League of Women Voters.
  - 5 Laws that Safeguard Society**  
Lawyers tell you how.
  - 6 Soconyland Sketches**  
Dramatic tales.
  - 7 Billiken Pickards**  
NBC, Chicago.
  - C Pepsodent Program**  
Amos 'n' Andy.
  - D Benrus Orchestra**  
Director, Sam Lanin.
  - E Three Mustachios**  
Vocal and instrumental trio.
  - F Phil Cook, the Quaker Man**  
One-man show.
  - G Adventures of Polly Preston**
  - H Bonnie Laddies**  
Vocal trio.

Program by 15-minute periods								NEB.—WIS. (*Part Time)	
6	15	30	45	7	15	30	45	EASTERN TIME	
5	15	30	45	6	15	30	45	CENTRAL TIME	
							H	KFAB LINCOLN 770	
1	1	X	M6	X	5	M6	7	*WOW OMAHA 590	
								WPG ATL'IC CITY 1100	
								WOR NEWARK 710	
1	1	X	3	X	X	6	6	WBEN BUFFALO 900	
		2	2					*WGR. BUFFALO 550	
1								*WKBW BUFFALO 1480	
1	2	2	3	5	6	7	8	WABC NEW YORK 860	
1	1	2	3	4	5	6	6	WEAF NEW YORK 660	
8	A	A	B	C	D	F	G	WJZ NEW YORK 760	
N	M3	M3	B	C	M6	F	M3	WHAM ROCH'TER 1150	
1	1	2	4	5	M9	6	O	*WHEC ROCH'TER 1440	
N	M3	M3	M7	M9	M	6	6	WGY SCHEN'DY 790	
							8	*WFBL SYRACUSE 1360	
1	2	2	X	N	6	6	8	WBT CHARLOTTE 1080	
				B	C	5		WPTF RALEIGH 680	
1	2	2	4	5	6	6	8	WWNC ASHEVILLE 570	
1	2	2	4	5	6	M	8	WDAY FARGO 940	
1	2	2	N	M	M	6	X	WADC AKRON 1320	
X	X	X	X	5	6	X	8	WKRC CINCINNATI 550	
M	O	M3	B	C	M5	F	O	WLW CINCINNATI 700	
					5	M3	7	WSAI CINCINNATI 1330	
M3	M3	O	M	X	X	SN	M8	WHK CLEVEL'D 1390	
		2	3					WTAM CLEVEL'D 1070	
VN	2	2	X	M2	6	6	X	WAIU COLUMB'S 640	
V	E	P	E	M3	M3	V	V	WSPD TOLEDO 1340	
		2		4	5	6	6	*WKBN TO'NGST'N 570	
1	1	2	4	5	6	M6	8	KFJF OKLA CITY 1480	
1	1		S	X	5	X	T	WKY OKLA.CITY 900	
P	M6	M6	W	V	V	V	7	*KVOO TULSA 1140	
1	2	2	4	5	6			*WHP HARRIS'B'G 1430	
1	2	2	4	5	6	6	8	WLBW OIL CITY 1260	
V	WS	M9	M9	5	M	M	V	WCAU PHILAD. 1170	
1	1	O	N	P	P	O	O	*WFAN-WIP PHIL.610	
X	N	2	3	X	5	X	X	*WLIT-WFI PHIL. 560	
M9	M9	M9	B	C	M9	M4	M4	KDKA PITTS'B'GH 980	
1	1	2	3	X	O	M6	X	WCAE PITTS'B'GH 1220	
		2	2	4	5	6	6	WJAS PITTS'B'GH 1290	
M9	M	M6	M3	N	6	M	M	WEAN PROVID'NCE 780	
1	1	M3	M3	X	5	6	6	WJAR PROVID'NCE 890	
1	2	P	P	M9	M9	6	8	WDOD CHATTA. 1280	
		2	3				7	WMC MEMPHIS 780	
1	2	2	4	M	M	6	8	*WREC MEMPHIS 600	
1	2	2	4	5	6	6	8	WLAC NASHV'LE 1470	
1	1	N	N	O	N	M6	7	WSM NASHV'LE 650	
1	P	2	4	N	O			*KRLD DALLAS 1040	
P	P	2	3	M9	M9	M9	7	WFAA Dallas 800 WBAP Ft. Worth 800	
				X	X	X	X	KPRC HOUSTON 920	
M3	M3							*KTSA S. ANTONIO 1290	
				N	M5	5	M5	7	WOAI S. ANTONIO 1190
1	2	2	N	5	6	6	8	*WTAR NORFOLK 780	
M6	M6	M6	B	C	O	O	O	WRVA RICHM'D 1110	
1	2	2	4	5	6	6	8	WDBJ ROANOKE 930	
M6	M6	M6	N	M7	5	F	M7	*WEBC SUPERIOR 1290	
P	P	M3	M3	N	M3	X	X	*WISN MILW'KEE1120	
M	M	W	V	M	5	F	M	WTMJ MILW'KEE 620	



MISS ANNE MORGAN

# Society Leaders appear at "Ponds Afternoon Tea"

**B**BROADCASTING, which has reached out and encompassed opera, the theatre and politics, claimed society recently when Miss Anne Morgan and Mrs. W. K. Vanderbilt, Sr., appeared as guest sponsors of the new "Ponds Afternoon Tea" program on National's basic red network, including WEA.

Miss Morgan, well known for her philanthropic activities both in restoring devastated villages in France and in many American endeavors, including the American Women's Association, discussed the work of the association.

Mrs. Vanderbilt, who appeared on the second of the new series of programs, spoke on the subject of philanthropic activities for society women. Other prominent society women will appear on future programs.

The new programs are heard each Tuesday afternoon from 5 to 5:30 (Eastern Standard Time), 4 to 4:30 (Central Standard Time), and feature dance tunes by Leo Reisman's orchestra. The setting is a social hour at which the famous society women act as hostesses.

Reisman is credited with having probably the best dance band in existence. New Yorkers know his music well, for he plays at the Central Park Casino, rendezvous of the city's fashionables.

He first gained prominence as dance-band leader in Boston by revamping dance music by eliminating the raucous sound-making devices and ordering his trap-drummer to



MRS. W. K. VANDERBILT

really drum and stop imitating a barnyard. He developed a new type of rhythm by giving each note an afterbeat that imparted a "gliding" effect to the music.

Let us "glide" into the new program being sponsored by the RCA Radiotron Company and broadcast by a wide network of NBC stations on Wednesday and Saturday nights.

Small wonder that this "variety" program has already a large following when we take stock of the array of talent packed into it!

Arthur "Bugs" Baer, famous humorist, provides the sparkling wit of the program through his role of master of ceremonies. The comedian is backed by a dance orchestra under the direction of William Merrigan Daly. Daly, in turn, receives the co-operation of Welcome Lewis, radio and vaudeville crooning star; Sam Herman, xylophonist, and Harold Van Embrugh, tenor.



Hugo Mariani, NBC orchestra leader, is back from Europe with a collection of music that is popular abroad. Mariani and his wife spent more than a month on the other side of the Atlantic, Mrs. Mariani sight-seeing while Hugo collected music.

*Friend*—Have you a speaking part in your next picture?

*Actor*—No, I play the part of a husband.

Captain Flagg, who is known by reputation to readers of Mr. Broun's newspaper column over WABC, barked out his part of one of Broun's programs quite naturally, being encouraged thereto by a slice of liver. David Ross, the announcer, borrowed Broun's necktie for a leash to restrain Captain Flagg's wandering proclivities.

Talk about cool thinking! Ida Bailey Allen had "looked the town over" for a dinner bell for her Dinner Bell broadcasts over WABC without success. A few minutes before the scheduled broadcast one of the stores phoned to say they had a bell for Mrs. Allen. The time was so short she had a salesgirl ring the bell over the telephone, which expedient worked perfectly.

Evangeline Adams, astrologer heard over WABC weekly, has one of the largest collections of astrology books in the world, many of them dating back to the Middle Ages. These ancient books predicted machines and modern inventions. And we had prided our generation on the invention of the safety pin, the cigaret and chewing-gum!

Charles Lyon, debonair WTAM announcer, has set up new quarters in what is known as the Beacon Hill Bohemian section of Cleveland. Lyon, after spending much energy upon his new roost, called James Church, WTAM production manager, to view the results. Church was promptly thrown out when he remarked that the suite was in perfect taste, but the chandeliers looked "early Metro-Golden-Mayer period!"

Irene Beasley, contralto heard frequently in the Ward TipTop Club programs over WABC, improves her delivery of new songs by recording three or four renditions and using a different technique for each. Playing the records at home aids her in selecting the best.



**J**UVENILE prodigies are, by tradition, pale, bespectacled youngsters who live the one-track lives of genius. That's why so many persons are astonished when they see Sarah Kreindler, NBC violinist.

The slim, dark-eyed girl, who looks like Saint Cecilia might have looked if she could have been persuaded to wear fashionable clothes, believes in enjoying a normal young girl's life.

She's eighteen now, but Sarah has been a "prodigy" for so long that her unspoiled charm is a tribute to her own good sense and that of her parents.

Sarah had never even seen a violin when she first demanded to play one. Her father, a prosperous San Francisco business man, took her to Sigmund Anker, famous California teacher. Anker was enthusiastic over her keen ear and immediately made her his pupil.

By the time Sarah was nine years old she was appearing professionally. She won two scholarships from the Masters School of Fine Arts, two from the Curtis Institute, Philadelphia, and was the pupil of Cesar Thompson, Samuel Gardner and Mishel Piastro.

**TUESDAY**

January  
6, 13, 20, 27

**CHAIN PROGRAMS**

January  
6, 13, 20, 27

**TUESDAY**

Red symbols denote NBC; black symbols denote CBS

E. S. T. 8 to 9 P. M.  
C. S. T. 7 to 8 P. M.

**1 Literary Digest**  
Topics in brief, Lowell Thomas.

**6 Barbasol Program**

**2 Kaltenborn Edits the News**

**3 Premier Salad Dressers**  
Orchestra; Freddie Rich, director; Al Llewelyn and Brad Brown.

**4 Blackstone Program**  
Musical program with Julia Sanderson and Frank Crumit.

**3 Florsheim Frolic**  
Coon-Sanders Dance Orchestra; male quartet.

**6 Pure Oil Orchestra**  
Wayne King, conducting; male quartet.

**7 Moon Magic**

**8 The High Road of Adventure**

E. S. T. 9 to 10 P. M.  
C. S. T. 8 to 9 P. M.

**4 To Be Announced**

**5 Happy Wonder Bakers**  
Frank Luther, tenor; male trio; singing violins; orchestra direction, Frank Black.

**9 Works of Great Composers**  
Arcadie Birkenholz, violinist; Cesare Sodero conducting.

**A Death Valley Days**  
Dramatic sketch with Virginia Gardner, William Shelley, Jack McBride; John White, novelty vocalist; orchestra.

**4 Henry-George**  
Events in the lives of two trans-continental travelers, and also "Pete" and his orchestra.

**5 The Philco Symphony Concert**  
Howard Barlow, director.

**TUESDAY—DAYTIME**

A. & P. Program, 9:45 A. M., over WFAF and associates.

Elgin Program, noon, over WFAF and associates.

Your Child, 11 A. M., over WFAF and associates.

**KEY TO LOCAL PROGRAMS**

N News S Sports  
O Educational T Dramatic  
P Children's V Variety  
feature W Comic  
R Religious X On the air

**MUSICAL**

M 1. Band M 6. Popular  
M 2. Classical M 7. Symphonic  
M 3. Dance M 8. Organ  
M 4. Religious M 9. Semi-classical  
M 5. Novelty M Variety

ALA.—MO. (Part Time)	Program by 15-minute periods							
EASTERN TIME	8	15	30	45	9	15	30	45
CENTRAL TIME	7	15	30	45	8	15	30	45
690 TORONTO CKGW	M6	M6	X	X	9	9	M6	M6
960 TORONTO CFRB	M	M	M	M	T	M3	5	5
1140 BIRM'GH'M *WAPI								
930 BIRM'GH'M WBRC	1	M6	M6	O	M3	M3	5	5
1040 HOT SP'GS *KTHS	M	M	3	3				
1390 LI'L'E R'CK *KLRA	X	M3	M3	X	X	X	X	X
830 DENVER KOA	O	O	3	3	X	X	5	5
560 DENVER KLZ	M6	M6	M6	3	X	X	M6	M6
1060 HARTFORD *WTIC								
1330 HARTFORD WDRC		6						
630 WASH'GT'N WMAL	X	6	2	3	4	4	5	5
950 WASH'GT'N WRC	1	1	3	3	X	X	5	5
620 Clearwater WFLA St. Petersburg WSUN	V	V	3	3	V	V	V	V
900 JACKS'N'VE WJAX	6	6	3	3				
1300 MIAMI B. WIOD	M7	M	3	3	M9	M9	M9	M
560 MIAMI WQAM				3				
740 ATLANTA WSB	6	6	3	3			X	X
1020 CHICAGO KYW	6	6	M6	M6	9	9	M	M6
770 CHICAGO *WBBM					4	4	M	M3
870 CHL WENR-WLS	M	M	M5	M5	M	M	A	A
720 CHICAGO WGN	M	M	3	3	X	X	M	M
560 CHICAGO *WIBO	1	1					5	5
670 CHICAGO WMAQ	1	X	2	3	X	X	5	5
1160 FT. WYNE *WOWO	X	X	2	3	4	4	5	5
1230 IND'P'LIS *WFBM	1	6			4	4	5	5
1260 C'NCIL BL'FS KOIL	X	6	2	3	4	4	5	5
1000 Dav. WOC *WHO Des Moines					X	X	5	5
600 WATERLOO WMT	M6	M5	V	V	M9	M9	5	5
1220 LAWRENCE *WREN	6	6	7	X	9	9	A	A
580 TOPEKA *WIBW	M6	M3	T	O	T	T	O	O
1300 WICHITA *KFH	X	X	X	X	4	4	5	5
1490 COVINGTON *WCKY					9	9	A	A
820 LOUISVILLE WHAS	6	6	3	3	M9	M9	X	X
1250 N. ORL'NS WDSU	1	X		3			5	5
1320 N. ORL'NS WSMB	M3	M3	3	3	M3	M3	X	X
620 BANGOR WLBZ	X	X						
940 PORTLAND WCSH	1	1	3	3	X	X	5	5
1060 BALTIMORE *WBAL	6	6	M5	M5	9	9	A	A
600 BALTIMORE WCAO	X	X	2	3	4	4	5	5
990 SPRINGFIELD WBZ	M5	M5	O	M5	9	9	A	A
590 BOSTON WEEL	1	1					5	5
1230 BOSTON WNAC	X	X	2	3	4	4	5	5
1200 WORCEST'R WORC	X	X	2	M8	W	M5	M3	M3
580 WORCESTER WTAG	1	1	3	3	M9	M9	5	5
1410 BAY CITY WBCM	M	M3	M3	M3	M3	M5	M5	M2
1240 DETROIT WXYZ	1	6	2	3	4	4	5	5
750 DETROIT WJR								
920 DETROIT WWJ	1	1	3	3	X	X	5	5
810 MINNEAP WCCO	1	6	2	3	4	4	5	5
1460 ST. PAUL KSTP	6	6	3	3	M6	M6	5	5
1270 JACKSON WJDX	6	6	3	3			X	X
950 KAN. CITY KMBC	1	6	2	3	4	4	5	5
610 KAN. CITY WDAF	1	1	3	3	M	M	5	5
1090 ST. LOUIS KMOX	1	6	2	3	4	4	5	5
550 ST. LOUIS *KSD	1	1	3	3	X	X	5	5
1350 ST. LOUIS KWK	6	6	X	X	9	9	A	A

NEB.—WIS. (Part Time)	Program by 15-minute periods							
EASTERN TIME	8	15	30	45	9	15	30	45
CENTRAL TIME	7	15	30	45	8	15	30	45
KFAB LINCOLN 770	6	6						
*WOW OMAHA 590	1	1	3	3	4	4	5	5
WPG ATL'IC CITY 1100	1	1	2	M5	M	M	X	X
WOR NEWARK 710								
WBEN BUFFALO 900	1	1	3	3	4	4	5	5
*WGR. BUFFALO 550								
*WKBW BUFFALO 1480	1	6	2	3	4	4	5	5
WABC NEW YORK 860	1	6	2	3	4	4	5	5
WEAF NEW YORK 660	1	1	3	3	4	4	5	5
WJZ NEW YORK 760	6	6	7	3	9	9	A	A
WHAM ROCHESTER 1150	6	6	M9	M9	9	9	A	A
*WHEC ROCHESTER 1440	1	X					5	5
WGY SCHEN'D'Y 790	1	1	3	3	4	4	5	5
*WFBL SYRACUSE 1360	1	6	2	3	4	4	5	5
WBT CHARLOTTE 1080	1	1	2	3	M9	M9	5	5
WPTF RALEIGH 680	6	6						
WWNC ASHEVILLE 570								
WDAY FARGO 940	M	M	O	V	V	S	M	M
WADC AKRON 1320	1	6	2	3	4	4	5	5
WKRC CINCINNATI 550	X	6	2	3	4	4	5	5
WLW CINCINNATI 700	6	6	M6	M6	M	M	V	V
WSAI CINCINNATI 1330	1	1	3	3	4	4	5	5
WHK CLEVEL'D 1390	1	6	2	3	4	4	5	5
WTAM CLEVEL'D 1070					4	4	5	5
WAIU COLUMB'S 640	X	X	X	X	X	X	M6	M6
WSPD TOLEDO 1340	1	6	2	3	V	V	5	5
*WKBN YO'NGST'N 570	M6	M6	M6	M6	M6	M6	N	M7
KFJF OKLA CITY 1480	M3	M3	M6	M6	M2	M2	5	5
WKY OKLA CITY 900	M6	M6	3	3	M	M	5	5
*KVOO TULSA 1140	V	V	3	3	V	V	5	5
*WHP HARRISB'G 1430	1	X			4	4	M5	M5
WLBW OIL CITY 1260	1	X	2	3	4	4	5	5
WCAU PHILAD. 1170	1	6	2	3	4	4	5	5
*WFAN-WIP PHIL. 610	X	M4	M3	M3	X	M	M	M
*WLIT-WFI PHIL. 560	X	M	3	3	4	4	5	5
KDKA PITTSB'GH 980	6	6	M9	M9	9	9	A	A
WCAE PITTSB'GH 1220	1	1	3	3	4	4	5	5
WJAS PITTSB'GH 1290	1	6	2	3	4	4	5	5
WEAN PROVID'NCE 780	1	X	2	3	4	4	5	5
WJAR PROVID'NCE 890	1	1	3	3	4	4	5	5
WDOD CHATTA. 1280	M	M	M6	M6	M5	M	5	5
WMC MEMPHIS 780	6	6	3	3	X	X	X	X
*WREC MEMPHIS 600	1	X	M	M9	M6	M6	5	5
*WLAC NASH'LE 1470	S	M5	X	3	M3	M3	5	5
WSM NASH'LE 650	6	6	3	3	X	X	M	M
*KRLD DALLAS 1040	1	X			4	4	5	5
WFAA Dallas 800	M5	M5	3	3	M7	M7	5	5
WBAP Ft. Worth 800	X	X	3	3	X	X	5	5
KPRC HOUSTON 920	M3	W	M3	W	M	M	5	5
*KTSA S. ANTONIO 1290	M2	M2	3	3	X	X	O	O
WOAI S. ANTONIO 1190	1	V	M9	M9	R	R	5	5
*WTAR NORFOLK 780	6	6	3	3	O	O	5	5
WRVA RICHM'D 1110	M6	M6	M5	M3	M3	X	X	M6
WDBJ ROANOKE 930	6	6	3	3	4	4	5	5
*WEBC SUPERIOR 1290					4	4	5	5
*WISN MILW'KEE 1120								
WTMJ MILW'KEE 620	6	6	M	M	M	M	5	5



LEBERT CARMEN GUY VICTOR

THE LOMBARDO BROTHERS . . . . . CBS

**M**USICIANS all are the four Lombardo brothers pictured above. These boys received their musical education from their father, a noted musician in their home town, Toronto, Canada.

In addition to playing right saxophone, Carmen croons, singing an aggregate of nine hundred songs a week. He wrote the tunes "Sweethearts on Parade," "Coquette," "Sweetest Girl This Side of Heaven" and "Making Time with You." Though pictured with a flute, Victor, the youngest—just nineteen, to be exact—ordinarily plays left

sax. Guy is the leader and plays the violin.

The Lombardo brothers, with the other men who make up the Royal Canadians Orchestra, have formed a group of musicians who are remarkable for a number of things, notably their capacity for work. On Monday nights they broadcast the Robert Burns Panatela program; on Friday nights they form the Radio Follies Orchestra; on Saturdays there is an additional Columbia System broadcast from the Roosevelt Hotel, and every Wednesday afternoon they make disks for the Columbia Record Company.



**G**INGER ROGERS, who is now starring on Broadway, has finished three talkies (all of them major productions) and has realized a long-cherished ambition to become a radio top-notch. All of which is most astonishing when you learn that she is only eighteen years of age and emerged from virtual obscurity just four short years ago.

It is assumed that the occasion which brought Miss Rogers to a realization of her abilities for succeeding on stage, screen and before the microphone was a Charleston contest won by her in Fort Worth.

At any rate, this achievement resulted in her choice of a stage career. Thereafter she played in numerous small theatres, climaxing this extensive tour with a featured part in the Broadway musical show "Top Speed," after which she signed a three-year contract with Paramount to star in the talkies.

Miss Rogers has entertained an appreciative radio audience, in her vivacious manner, on numbers of occasions, such as the inaugural Mardi Gras program over the Columbia Broadcasting System.

**G**EORGE BEUHLER, WABC staff announcer, left the studios on a recent rainy evening and stepped into a taxi in front of the Columbia building. His driver was one of those talkative Jehus.

"Do ya work in the studios, Buddy?" he inquired as he skidded expertly around a corner.

"Yes," said Beuchler.

"Well," said the cabby, "I was over in the Coffee Por listenin' to the Detective Story Magazine broadcast to-night. I go in for that crook stuff, y'see, so every Thoisday I parks the boiler and listens in at this here beanery. But, bein' it's rainin', y'know, everybody's lookin' for cabs to-night, and so just as I was gettin' steamed up about this here story to-night, in walks a guy that wants a cab, and I gotta leave right in the middle of the story. So I was just wonderin' if you happened to know how it come out?"

Beuchler did know, fortunately, and put an end to the driver's suspense, as well as his own; since the chauffeur, listening to the thriller, kept his eyes on the road instead of turning to talk to his passenger.



Rosaline Greene, NBC dramatic actress, was adjudged a few years ago to have the most perfect radio voice.



Both Jessica Dragonette and Countess Olga Albani, sopranos heard in NBC programs, received their early education in convents.



Twenty-six tenors are under contract to NBC, while forty-one orchestra leaders are also under contract. Sopranos rank next in line as contract artists, with a total of nineteen. These figures, of course, do not include the dozens and dozens of similar artists who broadcast and are not under contract to the organization.



Frank Crumit met, the other night, one of New York's police, who proved a true son of Erin. He and Julia Sanderson were driving to their home in Connecticut, after the Blackstone broadcast. Far up in the Bronx they missed the right road. Mr. Crumit drove until he saw a cop, then halted the car.

"Can you tell me the way to the Bronx River Parkway?" he asked.

"That I can," said the officer, "but if I tell ye, will ye promise to keep it a secret?"



The South Sea Islanders, heard through stations associated with NBC, are credited with being among the first Hawaiian musicians to invade the United States. They have been in this country since before the vogue of that type of music.



TUESDAY

January 6, 13, 20, 27

ALA.—MO. (*Part Time)	Program by 15-minute periods								
EASTERN TIME	10	15	30	45	11	15	30	45	
CENTRAL TIME	9	15	30	45	10	15	30	45	
690 TORONTO	CKGW	5	5	6	6	3	3	4	4
960 TORONTO	CFRB	W	5	2	2	N	3	4	4
1140 BIRM'GH'M	*WAPI	5	2	2	2	O	M9	M3	M2
930 BIRM'GH'M	WBRC	1	X	2	2	X	X	4	4
1040 HOT SP'GS	*KTHS					8	M6	M6	M6
1390 LIT'LE R'CK	*KLRA	1	5	2	2	3	3	4	4
830 DENVER	KOAA	5	2	2	2	8	M7	4	4
560 DENVER	KLZ	1	5	2	2	X	X	4	4
1060 HARTFORD	*WTIC								
1330 HARTFORD	WDRC								
630 WASH'GT'N	WMAL	1	5	2	2	M3	M3	4	4
950 WASH'GT'N	WRC	1	2	2	2	3	3	4	4
520 Clearwater WFLA St. Peterab's WSUN		5	2	2	2	M3	M3	M3	M3
900 JACKS' NYE	WJAX	5	2	2	2				
1300 MIAMI B.	WIOD	5	2	2	2	M	M	X	X
560 MIAMI	WQAM		2	2					
740 ATLANTA	WSB	5	2	2	2	8	7		
1020 CHICAGO	KYW	5	5	M6	M	SN	M	M3	M3
770 CHICAGO	*WBBM	1	X	V	V				
870 CHI. WENR-WLS	M9	M9	M9	M9	6	M	W	M	
720 CHICAGO	WGN	M	M	W	M	N	W	M	M
560 CHICAGO	*WIBO	1	2	2	2				
670 CHICAGO	WMAQ	X	X	M2	M2	8	M	V	V
1160 FT. WYNE	*WOWO	1	X	2	2	X	X		
1230 IND'P'LIS	*WFBM	1		2	2	3	3	4	4
1260 C'NCIL BL'FS	KOIL	1	5	2	2	T	T	4	4
1000 Dav. Des M'nes	WOC*WHO	1	2	2	2	3	3	4	4
600 WATERLOO	WMT	V	5	2	2	3	3	4	4
1220 LAWRENCE	*WREN	5	5	6	6	8	7	M5	7
580 TOPEKA	*WIBW	T	X	2	2	N	X	M6	M6
1300 WICHITA	*KFH	1	5	2	2	3	3	4	4
1490 COVINGTON	*WCKY	5	5	M2	M2				
820 LOUISVILLE	WHAS	5	5	2	2	8	7	M2	M2
1250 N. ORL'NS	WDSU	1		2	2				
1320 N. ORL'NS	WSMB	5	2	2	2	8	M9	X	X
620 BANGOR	WLBZ		5	2	2				
940 PORTLAND	WCSH	1	2	2	2	N			
1060 BALTIMORE	*WBAL	5	5	M8	M8	M3	M3	M3	M3
600 BALTIMORE	WCAO	1	5	2	2	3	3	4	4
990 SPRINGFIELD	WBZ	5	5	M	M	OM	M6	M6	
590 BOSTON	WEEI	1	2	2	2	3	3		
1230 BOSTON	WNAC	1	5	2	2	3	3	4	4
1200 WORCEST R	WORC	M	5	M2	M2	3	3	4	4
580 WORCESTER	WTAG	1	2	2	2	N			
1410 BAY CITY	WBCM	M2	5	2	2	3	3	4	4
1240 DETROIT	WXYZ	1	5	2	2	3	3	4	4
750 DETROIT	WJR	5	5	6	6				
920 DETROIT	WWJ	1	2	2	2	3	3		
810 MINNEAP	WCCO	1	5	2	2	3	3	4	4
1460 ST. PAUL	KSTP	5	5	M6	M6	8	7	4	4
1270 JACKSON	WJDX		2	2	2	8	7	4	4
950 KAN. CITY	KMBC	1	5	X	X	3	3	4	4
610 KAN. CITY	WDAF	1	2	2	2	8	M3	M3	M3
1090 ST. LOUIS	KMOX	1	M3	2	2	3	3	4	4
550 ST. LOUIS	*KSD	1	2	2	2	3	3	4	4
1350 ST. LOUIS	KWK	5	5	M3	M3	8	W	M3	7

CHAIN PROGRAMS

Red symbols denote NBC; black symbols denote CBS

E. S. T. 10 to 11 P. M.  
C. S. T. 9 to 10 P. M.

1 Graybar's—Mr. and Mrs. "Joe and Vi."

5 The Gypsy Trail  
Emery Deutsch and his orchestra.

2 Paramount Publix Radio Playhouse  
Screen stars as guest artists; orchestra.

1 Enna Jettick Songbird  
Salon orchestra; director, George Dilworth; soprano soloist.

2 B. A. Rolfe and His Lucky Strike Orchestra  
Dance music.

5 Westinghouse Salute  
Symphony orchestra; director, Zoel Parenteau; and T. J. Vastine. NBC, from Pittsburgh.

6 Cuckoo  
Radio burlesque.

E. S. T. 11 to 12 P. M.  
C. S. T. 10 to 11 P. M.

3 Paul Tremaine and His Orchestra  
Dance music from New York.

4 Mickey Alpert and His Orchestra  
Dance music from Boston.

3 Duke Ellington and His Cotton Club Orchestra  
NBC, from New York.

4 Vincent Lopez and His Hotel St. Regis Orchestra  
NBC, from New York; dance music.

7 Slumber Music  
String ensemble; director, Ludwig Laurier.

8 Pepsodent Program  
Amos 'n' Andy.

TUESDAY—DAYTIME

Libby Grocer, 10 A. M., WJZ.  
Josephine B. Gibson—Food Talk, 10:45 A. M., Tuesday and Friday. WJZ, WBZ, WHAM, WKCY, KDKA, KWK, WSM, WMO, WSB, WAPI, WSMB, WREN, KSTP, WEOB, WRVA, WIBO, WIOD, KTHS, KVOO, WBAP, KPRC, WOA, KFAB, WKY, WTMJ, WHAS, WPTF.  
O' Cedar Time, 10:30 A. M. WABC, W2XE, WEAN, WNAC, WCAU, W3XAU, WCAO, WMA-L, WJAS, WLBW, WFLB, WKBW, WADC, WHK, WKRC, WOVO, WBBM, KMOX, KOIL, KMB, WISN, WCCO, WBCM, WSPD, WGST, WLAC, WDSU, KRDL, KLRA, KFJF, K TSA, WXYZ, KTRH, WPG, WBT.

KEY TO LOCAL PROGRAMS  
N News S Sports  
O Educational T Dramatic  
P Children's V Variety  
feature W Comic  
R Religious X On the air

MUSICAL

M 1. Band M 6. Popular  
M 2. Classical M 7. Symphonic  
M 3. Dance M 8. Organ  
M 4. Religious M 9. Semi-classical  
M 5. Novelty M Variety

January 6, 13, 20, 27

TUESDAY

Program by 15-minute periods								NEB.—WIS. (*Part Time)		
10	15	30	45	11	15	30	45	EASTERN TIME		
9	15	30	45	10	15	30	45	CENTRAL TIME		
								KFAB	LINCOLN 770	
1	W	4	N	3	3	4	4	*WOW	OMAHA 590	
1	5	2	2	T	T	4	4	WPG	ATL'IC CITY 1100	
								WOR	NEWARK 710	
1	2	2	2	3	3	4	4	WBEN	BUFFALO 900	
				3	3			*WGR.	BUFFALO 550	
1	5	2	2	X	X	4	4	*WKBW	BUFFALO 1480	
1	5	2	2	3	3	4	4	WABC	NEW YORK 860	
1	2	2	2	3	3	4	4	WEAF	NEW YORK 660	
5	5	6	6	7	7	7	7	WJZ	NEW YORK 760	
5	5	6	6	M3	M3	X	X	WHAM	ROCH'TER 1150	
1	5	2	2	3	3	4	4	*WHEC	ROCH'TER 1440	
1	M7	M7	M7	M3	M3	M3	M3	WGY	SCHEN'D'Y 790	
1	1	2	2					*WFBL	SYRACUSE 1360	
1	5	2	2	3	3	4	4	WBT	CHARLOTTE 1080	
								WPTF	RALEIGH 680	
1	5	2	2	3	3	4	4	WWNC	ASHEVILLE 570	
1	5	2	2	3	3	4	4	WDAY	FARGO 940	
1	5	2	2	M5	M5	X	X	WADC	AKRON 1320	
X	X	2	2	X	X	4	4	WKRC	CINCINNATI 550	
O	M9	M3	M3	M7	M7	M7	M7	WLW	CINCINNATI 700	
1	2	2	2	3	3			WSAI	CINCINNATI 1330	
1	1	2	2	M3	M3	4	4	WHK	CLEVEL'D 1390	
1	2	2	2			4	4	WTAM	CLEVEL'D 1070	
1	5	2	2					WAIU	COLUMB'S 640	
1	5	2	2	3	3	4	4	WSPD	TOLEDO 1340	
				5	2	2	3	3	4	4
1	5	2	2	3	3	4	4	*WKBN	YO'NGST'N 570	
5	2	2	2	M3	M3	M3	M3	KFJF	OKLA CITY 1480	
								WKY	OKLA.CITY 900	
M2	5	M	M	3	3	4	4	*KVOO	TULSA 1140	
1	5	2	2	3	3	4	4	*WHP	HARRIS'B'G 1430	
1	5	2	2	3	3	M3	M3	WLBW	OIL CITY 1260	
1	5	2	2	3	3	M3	M3	WCAU	PHILAD. 1170	
M	M6	M3	M3	M3	M3	4	4	*WFAN-WIP	PHIL.610	
1	2	2	2	3	3	4	4	*WLIT-WFI	PHIL. 560	
5	5	6	6	7	7	M6	M6	KDKA	PITTS'B'GH 980	
1	2	2	2	3	3			WCAE	PITTS'B'GH 1220	
1	1	2	2					WJAS	PITTS'B'GH 1290	
1	5	2	2	3	3	4	4	WEAN	PROVID'NCE 780	
1	2	2	2	N				WJAR	PROVID'NCE 890	
M	5	M	M	3	3	4	4	WDOD	CHATTA. 1280	
5	2	2	2	8				WMC	MEMPHIS 780	
1	5	2	2	3	3	4	4	*WREC	MEMPHIS 600	
1	5	2	2	X	X	4	4	*WLAC	NASH'VE 1470	
5	2	2	2	8	7	V	V	WSM	NASH'VE 650	
1								*KRLD	DALLAS 1040	
X	X	X	X	8	X	X	X	WFAA Dallas	800	
5	5	X	X	8	X	X	X	WBAP Ft. Worth	800	
1	X	2	2					KPRC	HOUSTON 928	
5	2	2	2	8	M3	M3	M3	*K TSA	S. ANTONIO 1290	
1	5	2	2	3	3	4	4	WOAI	S. ANTONIO 1190	
1	5	2	2	3	3	4	4	*WTAR	NORFOLK 780	
5	2	2	2	M2	M2	M2	M2	WRVA	RICHM'D 1110	
N	5	2	2	3	3	4	4	WDBJ	ROANOKE 930	
5	2	2	2	8				*WEBC	SUPERIOR 1290	
1	5	2	2	3	3	4	4	*WISN	MILW'KEE 1120	
5	2	2	2	8	7	M3	M3	WTMJ	MILW'KEE 620	



**I**T isn't hard to tell where the Boswell sisters were born.

These three pretty, dark-eyed girls who are heard in the Camel Pleasure Hour and other programs originating in the San Francisco studios of NBC, have the sunny South in their voices. Their soft Louisiana accent is part of the charm which has made them widely popular as singers ever since their high-school days.

Connie was only seven years old when she was playing the 'cello with the New Orleans Philharmonic Orchestra. She and her sisters appeared in concert as an instrumental trio consisting of piano, 'cello and violin while they were still in grade school. By the time they were high-school students they had begun vocal harmonizing, and the step from student musical activities to broadcasting from Station WSMB, New Orleans, was a short one.

By this time their parents persuaded the

three to go to private school for awhile before continuing their careers.

When they were graduated, more radio contracts were waiting for them, and they joined the staff of Station WDSU. The Victor Recording Company also signed them for a series of records. A season on the Orpheum circuit, and contracts with Vitaphone, MGM, Fox and Tiffany picture companies, have kept them busy since then.

Each of the three sisters has her own talent in radio work. Connie is said to be one of the outstanding "blues" singers, and Martha plays all the accompaniments for their songs while she sings her own part. Vet, who was christened Helvetia, but prefers the shorter cognomen by which she has always been known, is "all-around man" of the trio. She harmonizes, plays several instruments and can imitate the "plunk-plunk" of a banjo so perfectly before the microphone that even musicians occasionally are fooled.



The artistic Arcadie Birkenholz does not stop at a mastery of the violin that delights NBC audiences, but is an authority on painting as well, spending most of his spare time in New York's art galleries.

✽

It looks like the women are trying to get a "line" on their boy friends who acquired French phrases during the war. Dr. Thatcher Clark, who conducts French lessons over the CBS, avers that the bulk of his listeners are women.

✽

King of jazz Paul Whiteman, now broadcasting over the CBS network from Chicago, says that plans for Paul, Jr., age six, are rather vague at present, consisting principally of efforts to keep him out of trouble.

✽

Ben Bernie, popularly known as "the old maestro," heard with his orchestra over the national CBS network, has distinguished his stage and radio performances as much by his dry wit as by his fine musicianship.

✽

Studio associates of Miss Annette Hanshaw, CBS blues singer, are skeptical. She is displaying a bowl of miniature fish from an admirer (so miniature, in fact, as to be barely visible), which she says are called "guppies" in South America. One of the force tried the dictionary before remembering that Spanish is the language most prevalent in South America. So Annette has them guessing.

✽

The blindness of Augustin Duncan, dramatic director of the Radio Home-Makers' Club, is proof of the fact that, when one sense is impaired, the others are quickened. He is able to greet any member of the staff by name after hearing the voice but once. The other afternoon at teatime a Radio Home-Maker greeted him with "Good afternoon, Mr. Duncan," just as his twelve-year-old daughter affectionately placed her arms around her father's neck. Fortunately, the young lady who had extended the greeting was equal to the occasion.

✽

Judge O'Flaberty—Haven't you been before me before?

Prisoner—No, y'r honor. Oi niver saw but one face that looked loike yours, and that was a photograph of an Irish king.

Judge O'Flaberty—Discharged! Call the next case.



**G**AY cabarets where the music of Budapest was played at its best is where Emery Deutsch spent most of his early youth, studying every movement of the musicians. The violin always fascinated him, and before he had reached the age of ten he had mastered the instrument.

Soon afterward Emery came to America, where he continued the study of the violin. In his teens he returned to Budapest to study with the great master Jenő Hubay.

The year 1925 found Emery Deutsch back in America, his musical education completed. Two months later he had formed his first ensemble, named it "The Royal Gypsy Ensemble," which later became the famous radio Gypsy Camp Ensemble, and is now the Romany Patteran Orchestra on the air weekly via the Columbia System.

Twenty-seven-year-old Emery Deutsch to-day is considered one of America's finest ensemble conductors. He is generally recognized as an authority on original gypsy music.



WEDNESDAY

January 7, 14, 21, 28

ALA.—MO. (*Part Time)	Program by 15-minute periods											
EASTERN TIME	6	15	30	45	7	15	30	45				
CENTRAL TIME	5	15	30	45	6	15	30	45				
690 TORONTO CKGW	②	①	①	M6	②	M6	F	M6				
960 TORONTO CFRB	M	M	O	O	⑤	⑤	③	W				
1140 BIRM'GH'M *WAPI	N	M	M	③								
930 BIRM'GH'M WBRC	①	②	②	②	⑤	⑤	③	⑨				
1040 HOT SP'GS *KTHS					⑤	M9						
1390 LIT'LE R'CK *KLRA	①	②		②	⑤	⑤	③					
830 DENVER KOA	X	⑨	X	X	N	O	⑤	F	⑦			
560 DENVER KLZ	①	M6	M6	②	W	W	P	W				
1060 HARTFORD *WTIC					M9	M9	M9	M9				
1330 HARTFORD WDRC												
630 WASH'GT'N WMAL	①	②	②	②	⑤	⑤	M2	⑨				
950 WASH'GT'N WRC	①	①	①	③	C	X	F	⑦				
620 Clearwater WFLA St. Petersburg WSUN	NO	NO	NO	B	C	M9	M6	O				
900 JACKS'NVE WJAX					B	C						
1300 MIAMI B. WIOD	①	①	①	B	C	X	M	X				
560 MIAMI WQAM												
740 ATLANTA WSB					③							
1020 CHICAGO KYW	M7	M7	P	P	M5	P	M3	G				
770 CHICAGO *WBBM	M8	O	P	W	M6	M6	W					
870 CHI. WENR-WLS	P	P	M	③	M6	O	⑥	W				
720 CHICAGO WGN	O	O	M8	M8	P	M8	M6	W				
560 CHICAGO *WIBO					X	F	⑦					
670 CHICAGO WMAQ	P	P	③	O	M	M	③	⑨				
1160 FT. W'YNE *WOWO												
1230 IND'P'LIS *WFBM					⑤	③						
1260 C'NCIL BL'FS KOIL	M8	M8	P	M3	M7	M7	③	M3				
1000 Dav. Des M'nes WOC*WHO	①	①	①	③	X		⑦					
600 WATERLOO WMT	①	②	P	②	N	⑤	M3	N				
1220 LAWRENCE *WREN	X	X	X	NW	M5	E	F	G				
580 TOPEKA *WIBW					P	P	⑤	⑤	N	M9		
1300 WICHITA *KFH	X	X	X	②								
1490 COVINGTON *WCKY	①	①	①	MW	C	M5						
820 LOUISVILLE WHAS	O	M6	P	③	M	M	V	W				
1250 N. ORL'NS WDSU						③						
1320 N. ORL'NS WSMB	X	X	M9	③	M3	M3	W	NS				
620 BANGOR WLBZ					⑤							
940 PORTLAND WCSH	M	N	M	③	X	M	O	M				
1060 BALTIMORE *WBAL	M6	⑨	M9	B								
600 BALTIMORE WCAO	M3	M3	M5	M	M9	X	③	⑨				
990 SPRINGFIELD WBZ	X	M6	M6	B	C	M5	F	G				
590 BOSTON WEEL					③							
1230 BOSTON WNAC	M	M	M	M	⑤	⑤	③	⑨				
1200 WORCEST R WORC	M7	M9	M7	M9	⑤	⑤	M5	M5				
580 WORCESTER WTAG	M9	M9	N	③	M3	M3	M	M				
1410 BAY CITY WBCM	①	②	M6	②	⑤	⑤	M3	M3				
1240 DETROIT WXYZ	N	M3	M3	②	M5	M5	③	M3				
750 DETROIT WJR					C							
920 DETROIT WWJ					③	X						
810 MINNEAP WCCO	①	②	③	N	M	M	③	⑨				
1460 ST. PAUL KSTP	P	P	N	NO	M9	⑤	T	M6				
1270 JACKSON WJDX					③							
950 KAN. CITY KMBC	P	P	X	W	W	W	③	⑨				
610 KAN. CITY WDAF	P	P	O	③	M2	M2	M2	⑦				
1090 ST. LOUIS KMOX	P	M3	③	W	M3	M3	③	⑨				
550 ST. LOUIS *KSD	①	①	①	③			⑦					
1350 ST. LOUIS KWK	M3	O	M3	M3	O	X	F	M6				

CHAIN PROGRAMS

Red symbols denote NBC; black symbols denote CBS

E. S. T. 6 to 7 P. M.  
C. S. T. 5 to 6 P. M.

- ① Black and Gold Room Orchestra  
Ludwig Laurier, director.
  - ③ Uncle Abe and David  
Rural sketch with Phillips Lord and Arthur Allen.
  - ⑤ Raising Junior  
Domestic skit with Aline Berry and Peter Dixon.
  - ⑤ Dance Music  
For ten minutes, then Talk  
By John B. Kennedy.
  - A Gloria Gay's Affairs
  - B Literary Digest Topics in Brief  
Lowell Thomas.
  - ① Bill Schudt's Going to Press  
Talk by prominent newspaper man.
  - ② MacDougal Restaurant Orchestra  
Dance music from New York.
  - ③ My Bookhouse Story-time
  - ④ Eno's Effervescence  
Heywood Broun.
- \*
- E. S. T. 7 to 8 P. M.  
C. S. T. 6 to 7 P. M.
  - ⑤ Musical Aviators  
Tom Truesdale, director.
  - ⑥ Central Savings Serenaders  
Scrappy Lambert, Arly Dunn and Maury Leaf.
  - ③ Evangeline Adams  
Astrologer.
  - ⑤ Eskimo Pie Program  
Adventures of Sandy and Lil.
  - ④ To Be Announced
  - ⑤ Science  
A talk.
  - ⑥ Radio Luminaries  
Vocal and instrumental soloists.
  - ⑦ Back of the News in Washington  
William Hard.
  - C Pepsodent Program  
Amos 'n' Andy.
  - D National Surety's Secret Cases
  - E The Vikings  
Male quartet.
  - F Phil Cook, the Quaker Man  
One-man show.
  - G Fifth Avenue Knights  
Mildred Hunt, contralto crooner; dance orchestra; direction, Hugo Mariani.

January 7, 14, 21, 28

WEDNESDAY

Program by 15-minute periods												NEB.—WIS. (*Part Time)			
6	15	30	45	7	15	30	45					EASTERN TIME			
5	15	30	45	6	15	30	45					CENTRAL TIME			
X	②	X	X									KFAB LINCOLN 770			
N	P	M7	③	X	M6	M6	⑦					*WOW OMAHA 590			
												WPG ATL'IC CITY 1100			
												WOR NEWARK 710			
①	①	X	X	X	X	X	X					WBEN BUFFALO 900			
				②									*WGR. BUFFALO 550		
①					⑤	③	⑨					*WKBW BUFFALO 1480			
①	②	②	④	⑤	⑥	③	⑨					WABC NEW YORK 860			
①	①	①	③	④	⑤	⑥	⑦					WEAF NEW YORK 660			
③	⑨	A	B	C	D	F	G					WJZ NEW YORK 760			
				B	C	M7	M6	G					WHAM ROCHT'ER 1150		
				②	⑤	⑤	③	⑨					*WHEC ROCHT'ER 1440		
N	M7	M7	③	X	M6	M	M					WGY SCHEN'D'Y 790			
						③					*WFBL SYRACUSE 1360				
①	②	②	②	N	⑤	③	⑨					WBT CHARLOTTE 1080			
				B	C					WPTF RALEIGH 680					
①	②	②	②	⑤	⑤	③					WWNC ASHEVILLE 570				
①	②	N	N	⑤	O	X	M					WDAY FARGO 940			
①	②	M5	N	X	X	③	X					WADC AKRON 1320			
X	X	X	X	⑤	⑤	③	⑨					WKRC CINCINNATI 550			
M6	M3	M5	B	C	V	F	V					WLW CINCINNATI 700			
				③	X	O	M8	⑦					WSAI CINCINNATI 1330		
M8	MW	③	M	⑤	⑤	③	⑨					WHK CLEVEL'D 1390			
①	①	①	③									WTAM CLEVEL'D 1070			
NS	②	M9	②	X	⑤	X	X					WAIU COLUMB'S 640			
V	E	P	V	V	V	③	M3					WSPD TOLEDO 1340			
②	W	M5									*WKBN YO'NGST'N 570				
①	②	M6	②	⑤	⑤	③	M6					KFJF OKLA CITY 1480			
R	R	S	M	M6	M6	⑦					WKY OKLA.CITY 900				
P	M6	M6	W	V	V	V	V					*KVOO TULSA 1140			
①	②	M2	②									*WHP HARRISB'G 1430			
①	②	M8	②	⑤	⑤	③	N					WLBW OIL CITY 1260			
W	WS	M9	M9	M3	M5	③	⑨					WCAU PHILAD. 1170			
①		M3	M3	P	P	M3	M3					*WFAN-WIP PHIL. 610			
①	①	①	③	X	X	W	W					*WLIT-WFI PHIL. 560			
X	M6	M6	B	C	M5	F	G					KDKA PITTSB'GH 980			
①	①	①	③	X	M9	M5	⑦					WCAE PITTSB'GH 1220			
				②	⑤	⑤	⑨					WJAS PITTSB'GH 1290			
M9	M	T	T	N	O	③	M8					WEAN PROVID'NCE 780			
NS	①	①	③	X	T	V	X					WJAR PROVID'NCE 890			
①	②	P	P	M9	M9	③	M					WDOD CHATTA. 1280			
				③									WMC MEMPHIS 780		
①	②	M	M	M	M	③	M9					*WREC MEMPHIS 600			
①	②	X	②	⑤	⑤	③	⑤					*WLAC NASHV'LE 1470			
M9	M9	N	③	N	M9	M9	⑦					WSM NASHV'LE 650			
①	P	M9	②	N									*KRLD DALLAS 1040		
M	M	X	X	X	X	X	X					WFAA Dallas 800 WBAP Ft. Worth 800			
				X	X	X	X					KPRC HOUSTON 920			
M3	M3					N	M	M	M	V					*K TSA S. ANTONIO 1290
①	②	N	N	⑤	⑤	③	S					WOAI S. ANTONIO 1190			
M6	M6	M6	B	C	X	M9	⑦					*WTAR NORFOLK 780			
①	②	②	②	⑤	⑤	③	M6					WRVA RICHM'D 1110			
M6	M6	M6	③	M7	M7	F	M7					WDBJ ROANOKE 930			
P	P	X	M3	⑤	⑤	③	X					*WEBC SUPERIOR 1290			
M	M	W	③	M	M	F	M					*WISN MILW'KEE 1120			
												WTMJ MILW'KEE 620			

# "Around The Samovar"

She—So, when you were on your holidays, where did you stop at?  
Her—Nothin', dearie, nothin'.

✽

There are fifteen orchestra leaders on the NBC payroll. Their music ranges from the popular renditions of Andy Sanrella's men to the classical efforts of Walter Damrosch and Cesare Sodero.

✽

Letters from Inglewood, Tarnaki and Gishorne, New Zealand, have been received by Station WBAL, reporting reception of the fine Baltimore station.

✽

Wilfred Glenn, bass of the Revelers, heard in many NBC programs, was born on a Western ranch and spent his early youth at sea. Which is taking the "wide open spaces" with a vengeance.

✽

Once each week Olga Serlis, leader of the Parnassus Trio, the Three Little Maids and other NBC instrumental groups, gets a poem from a listener in Illinois. It would be easy to wax poetic over Olga.

✽

Sign in a restaurant: Eat here—diet home.

✽

The average life of a popular song, according to Ozzie Nelson, whose orchestra is heard over the Columbia network from CBS, is only about two weeks. Continual use by scores of orchestras over the air is responsible for this high mortality rate.

✽

"I'm Following You" is the sentiment of CBS when a really fine artist travels from the chain's Mecca, WABC. Ben Bernie is wintering with his orchestra in Chicago, but CBS gets his broadcasts nightly through WBBM.

✽

Bob Spudy, control-room operator in the WABC Radio Home-Makers' studios, has found a new use for his switchboard apparatus. In the afternoon, when he flashes the light in the kitchen studio, Nancy, the cook, knows that Bob is hungry and gets him something to eat.

✽

Even though the radio artist may indulge in a bit of temperament, punctuality must be strictly observed, which applies also to the radio audience. A group entering WABC's studios one minute past nine were not admitted to the True Story broadcast, and one of them admitted: "We just wanted to see if you meant what you said."



THE "talkies" have found another star—although Peter Biljo, appearing in a new Paramount release, has demonstrated for many years, and on a wide scale, his qualities of musicianship and showmanship.

Biljo himself attributes his greatest success and satisfaction to radio, as witness the following, his personal message to readers of WHAT'S ON THE AIR:

"For twenty years I have faced many audiences of every possible kind, but during the past two years of reaching out to the radio audience through the Columbia network I have realized a deeper pleasure in the expressions of appreciation that come through the letters of radio fans.

"With the fan mail come letters from Russians and from the children of Russian parents born in this country; from native-born Americans who have never been in Russia and never saw a balalaika. The great

radio audience in all parts of the country has had an opportunity to learn the moods and traditions of Russian music as they could learn them in no other way.

"My mail has been burdened with requests for words and music, or for explanations of various dances and melodies. To answer these questions, I am publishing a collection of the folk songs and dances that have been played by the Samovar group.

"As I face the microphone in the studio of the Columbia station, in imagination I am part of the friendly group that gathers 'out there' to listen. The spirit is intimate, friendly, and with us is the unseen guest, sharing the cup of tea around the samovar, sharing the varying moods and rhythm of Russian folk music.

"It is my hope to make the radio audience familiar with all that is best in the music of the Russian people."



TWO years ago a program official of the Columbia Broadcasting System, wishing to introduce a new feature to the network, went to the Russian Bear Restaurant in downtown New York in search of an old friend, Peter Biljo. And thus was a delighted public introduced to "Around the Samovar" and "In a Russian Village."

Biljo was born in Leningrad. When he was about to finish his studies at the gymnasium, he horrified his parents by expressing a desire to be a musician. They decided to send Peter to South Russia to continue his education.

Hearing of a man who wanted to send a balalaika orchestra to the United States, Peter presented himself and assembled a troupe, which he brought to America.

Then followed years of vaudeville tours, work for the movies, arranging, synchronizing and directing the music that accompanied films.

For three seasons Biljo played at the Russian Bear in the winter, and in the summer at the Cincinnati Zoo.

WEDNESDAY

January 7, 14, 21, 28

CHAIN PROGRAMS

January 7, 14, 21, 28

WEDNESDAY

Red symbols denote NBC; black symbols denote CBS

E. S. T. 8 to 9 P. M.
C. S. T. 7 to 8 P. M.

- 1 U. S. Service Band Concert
2 Literary Digest Topics in Brief
3 Toscha Seidel and Concert Orchestra
4 El Tango Romantico
A Radiotron Varieties
2 Mobiloil Concert
5 The Yeast Foamers
6 The Luden Balalaika Orchestra

E. S. T. 9 to 10 P. M.
C. S. T. 8 to 9 P. M.

- 3 Halsey, Stuart Program
4 Palmolive Hour
7 Muriel and Vee
8 The Two Troupers
9 Camel Pleasure Hour
4 Gold Medal Fast Freight
5 La Palina Smoke Dreams

WEDNESDAY—DAYTIME

Mary Hale Martin's Household Period. 10 A. M., through WJZ.
Betty Crocker, 10:30 A. M., through WEAF.
Sunny Side Up, 11:45 A. M., through WEAF.
The Kirkman Interlude, 4 P. M., through WEAF.
Elgin Program, Noon, WEAF.

KEY TO LOCAL PROGRAMS
N News
O Educational
P Children's feature
R Religious
S Sports
T Dramatic
V Variety
W Comic
X On the air

MUSICAL

M 1. Band
M 2. Classical
M 3. Dance
M 4. Religious
M 5. Novelty
M 6. Popular
M 7. Symphonic
M 8. Organ
M 9. Semi-classical
M Variety

Grid for ALA.—MO. (Part Time) showing program schedules for various cities like Toronto, Chicago, Detroit, etc.

Grid for NEB.—WIS. (Part Time) showing program schedules for various cities like Lincoln, Omaha, St. Louis, etc.

# The "Two Troupers"

JUST had a pleasant chat with Miss Helene Handin — no; Miss Marcella Shields was not there; not anywhere, in fact, because she is now Mrs. Bruce McNamee. However, you need not look sad about it, because Helene says she is going to be adamant in holding Marcella down to earth long enough for these Two Troupers to put over their regular Wednesday night NBC broadcast.



Marcella

Helene

Helene admits, though, that she will give a sigh of relief when the novelty of Marcella's Long Island apartment wears off a bit. Just "listen in" to Helene's version of her first visit to the "sanctum sanctorum."

"The place is most attractive, so in I walked, greeting the blushing bride with:

"Hello, Marcella dear! I came over to write that NBC script. Oh, this is a cute place. O-o-oh, let me look!"

"Wait until I put on the light, so you can get the right effect to appreciate my interior decorating. Now . . . isn't that better?" chirped my girl friend.

"Oh, I suppose every woman 'falls' for this sort of thing anyway. Marcella's keen at this interior-decorating business, so I volunteered: 'Oh, yes . . . huh . . . it's quite large, isn't it? Where'd you ever get that odd lamp? It looks upside down.'

"That's a real ship's lantern and came off a whaler and we got it in Maine.' I hadn't expected the pedigree of the thing.

"It does look sort of seasick.' Which was a catty remark of mine, but you know the old saying about keeping truth down. But Marcella's bright mood refused to be clouded and she continued on:

"And this is the living-room."

"And how appropriately named living-room; it fairly radiates the joy of living, and

so I confided to my hostess:

"My! my! how attractive, all in colonial. Who did your drapes?"

"Here another pedigree broke loose.

"Would you believe it, I had to make them myself? I went to department stores, upholsterers, all over New York, and they wanted to take so long and couldn't understand how I wanted them designed, so I . . ."

"So you made 'em, all right; omit the details. Let me see the bedroom. Oh, that is nice . . . I like it . . . early American furniture makes me feel patriotic.' I knew this would do the trick; one can't possibly find as much to gush over in a bedroom as in a living-room.

"I like it, too . . . that's why I bought it. See that stool in the clothes closet? I painted that myself. I have to step on it to reach my hats."

"That's what you get for being "half-pint" size. Well, let's get started writing that sketch for next week; we've got a lot to do. Now, I thought . . . Now, I think nothing about it; I know the little vixen was ignobly keeping me from any work that afternoon, for here she played her trump card: 'Oh, sure, but aren't you hungry? I think we better eat first, and, besides, I want you to see my kitchen.'

[Continued on page 47]



LAMBERT MURPHY might have been a physician or a business man if he hadn't joined a glee club in college. The college was Harvard, and Murphy eventually became president of the glee club.

Less than three years after his graduation from college Murphy was given a three-year contract by the Metropolitan Opera Company. After his three seasons there he went into concert and recital work, graduating from that into broadcasting.

The boy who might have been a doctor now sings almost exclusively before the microphones of the National Broadcasting Company. He is a member of the American Singers, and as such has appeared on many of radio's most popular programs.

During his concert days Murphy appeared in practically every city in the United States. In addition, he has made thousands of phonograph records.

He is a brother of R. D. Murphy, vice-president of one of the largest insurance companies in America. The singer lives in New York and indulges in hunting and fishing when opportunity affords.

"Yes, We Have No Bananas," is sweet music to the ears of Ed Thorgersen, NBC announcer. Years ago Thorgersen worked on one of the United Fruit Company's ships and served bananas to this country in thousand-ton lots. He will cross the street to avoid a meeting with this tropical fruit.

Like the movies, radio embraces the romantic. At National's studios we inquired into the history of that most engaging young continuity writer, G. H. H. Montgomery-Mitchell, and learned that he is the son of a bishop in Great Britain, and, further, he has resided in just about every corner of that great empire. Our curiosity whetted, we gleaned that Serge de Somov, engineer for NBC, is the son of a former Russian diplomat, and during his boyhood lived in Korea, Japan, Persia, Roumania and Turkey.

A longsuffering public will be elated over the declaration of Kathryn Meisle, contralto operatic star, who has broadcast over the National network, that songs should be sung in no other language than that spoken in the country where the songs are presented.

The "last word" in NBC's studio sports is that of the announcers, who get together and tackle each other with a battery of tongue-twisters that would make ordinary mortals turn gray.

At the age of nine, Darl Bethmann, popular NBC baritone, was a professional contralto soloist.

Officer (wearily) — Now, Smith, you've already had leave because your wife was ill, because your little girl had measles and because you had to attend the christening of your youngest son. What—er—what is it this time?

Private Smith — P-please, sir—I—I'm going to get married.

Harry Salter, who directs the Wallace Silversmiths over the Columbia network, bemoans his lost childhood. "I took my first violin lesson," says Harry, "from a man in a cabaret who charged me thirty-five cents. The last lesson I took was from Prof. Leopold Auer, and for one-half hour of his tutelage I paid sixty dollars."

Author—What do you think of this script? Give me your honest opinion.

Studio Mgr.—It's not worth anything.

Author—I know, but tell me anyway.—Pathfinder.



WEDNESDAY

January 7, 14, 21, 28

ALA.—MO. (*Part Time)	Program by 15-minute periods							
EASTERN TIME	10	15	30	45	11	15	30	45
CENTRAL TIME	9	15	30	45	10	15	30	45
690 TORONTO CKGW	M9	M9	M9	M9	M9	M9	4	4
960 TORONTO CFRB	1	1	1	1	N	3	4	4
1140 BIRM'GH'M *WAPI	1	1	2	2	T	T	M3	M3
930 BIRM'GH'M WBRC	1	1	1	1	3	3	4	4
1040 HOT SP'GS *KTHS	V	V	X	X	8	V	V	M6
1390 LIT'LE R'CK *KLRA	1	1	1	1	3	3	4	4
830 DENVER KOA	1	1	2	2	8	7	4	4
560 DENVER KLZ	M2	M2	M2	M2	X	X	4	4
1060 HARTFORD *WTIC	1	1	2	2	M8	M8	M6	M6
1330 HARTFORD WDRC								
630 WASH'GT'N WMAL	1	1	1	1	M3	M3	M3	M3
950 WASH'GT'N WRC	1	1	2	2	3	3	4	4
620 Clearwater WFLA St. Petersburg WSUN	M6	M5	M5	M5	3	3	M3	M3
900 JACKS'NVE WJAX			2	2				
1300 MIAMI B. WIOD	M3	M3	2	2	X	X	X	X
560 MIAMI WQAM								
740 ATLANTA WSB			2	2	8			
1020 CHICAGO KYW	5	5	2	2	SN	M	M3	M3
770 CHICAGO *WBBM	M	M	V	V				
870 CHI. WENR-WLS	TW	TW	TWTW	8	M	W	M	
720 CHICAGO WGN	1	1	W	M	N	W	M	M
560 CHICAGO *WBBO								
670 CHICAGO WMAQ	1	1	1	1	8	M	V	V
1160 FT. WYNE *WOWO	1	1	1	1	3	3	4	4
1230 IND'P'LIS *WFBM	1	1	1	1	3	3	4	4
1260 C'NCL BL'FS KOIL	1	1	1	1	T	T	4	4
1000 Dav. Des M'nea WOC *WHO	1	1	2	2	3	3	4	4
600 WATERLOO WMT	M3	M3	M3	2	3	3	4	4
1220 LAWRENCE *WREN	5	5	6	6	8	7	7	M9
580 TOPEKA *WIBW	X	X	X	X	N	X	X	X
1300 WICHITA *KFH					3	3	4	4
1490 COVINGTON *WCKY	M3	M3	6	6				
820 LOUISVILLE WHAS	1	1	2	2	8	V	V	V
1250 N. ORL'NS WDSU								
1320 N. ORL'NS WSMB	1	1	2	2	8	3	X	M3
620 BANGOR WLBZ	1	1	1	1				
940 PORTLAND WCHS	1	1	2	2	N			
1060 BALTIMORE *WBAL								
600 BALTIMORE WCAO	M1	M1			3	3	4	4
990 SPRINGFIELD WBZ	5	5	M5	M5	M8	M8	M8	M5
590 BOSTON WEEI	1	1	2	2				
1230 BOSTON WNAC	1	1	1	1	3	3	4	4
1200 WORCEST'R WORC	1	1	1	1	3	3	4	4
580 WORCESTER WTAG	1	1	2	2	N			
1410 BAY CITY WBCM	1	1	1	1	3	3	4	4
1240 DETROIT WXYZ	1	1	1	1	3	3	4	4
750 DETROIT WJR	5	5						
920 DETROIT WWJ	1	1	2	2	3	3		
810 MINNEAP WCCO	1	1	1	1	3	3	4	4
1460 ST. PAUL KSTP	1	1	2	2	8	M9	M9	T
1270 JACKSON WJDX			2	2	8	3		
950 KAN. CITY KMBC	1	1	1	1	3	3	4	4
610 KAN. CITY WDAF	1	1	2	2	8	M3	M3	M3
1090 ST. LOUIS KMOX	1	1	1	1	M3	M3	4	4
550 ST. LOUIS *KSD	1	1	2	2	3	3	M3	M3
1350 ST. LOUIS KWK	5	5	M9	M3	8	7	7	M3

CHAIN PROGRAMS

Red symbols denote NBC; black symbols denote CBS

E. S. T. 10 to 11 P. M.  
C. S. T. 9 to 10 P. M.

- 1 Detroit Symphony Orchestra
- 1 Palmolive Hour  
See preceding schedule for description.
- 2 Coca Cola Program  
Sports interview by Grantland Rice; string orchestra; director, Leonard Joy.
- 5 Camel Pleasure Hour  
See preceding schedule page for description.
- 6 Wayside Inn  
Vocal soloists; the chorists; director, George Dilworth.

E. S. T. 11 to 12 P. M.  
C. S. T. 10 to 11 P. M.

- 3 Vincent Lopez and St. Regis Orchestra  
Dance music from New York.
- 4 Jack Albin and His Hotel Pennsylvania Orchestra  
Dance music from New York.
- 7 Slumber Music  
String ensemble; director, Ludwig Laurier.
- 8 Pepsodent Program  
Amos 'n' Andy.
- 3 Guy Lombardo and His Royal Canadians  
Dance music.
- 4 California Melodies  
Orchestra direction by Raymond Paige; guest stars.

School of the Air, 2:30 P. M., E. S. T. Monday—American history dramatizations, alternately for fifth and sixth grades and high school. Tuesday—Music appreciation for Junior and Senior high school. Wednesday—Literature dramatizations alternately for fifth and sixth grades and high school. Thursday—Story-telling and music appreciation for the first, second and third grades. Friday—Current events, fifteen minutes for fifth and sixth grades and vocational information, fifteen minutes for eleventh and twelfth grades.

KEY TO LOCAL PROGRAMS  
N News S Sports  
O Educational T Dramatic  
P Children's V Variety  
feature W Comic  
R Religious X On the air

MUSICAL  
M 1. Band M 6. Popular  
M 2. Classical M 7. Symphonic  
M 3. Dance M 8. Organ  
M 4. Religious M 9. Semi-classical  
M 5. Novelty M Variety

January 7, 14, 21, 28

WEDNESDAY

Program by 15-minute periods								NEB.—WIS. (*Part Time)
10	15	30	45	11	15	30	45	EASTERN TIME
9	15	30	45	10	15	30	45	CENTRAL TIME
				3	3	M	3	KFAB LINCOLN 770
1	1	2	2	3	3			*WOW OMAHA 590
1	1	1	1	3	3	4	4	WPG ATL'IC CITY 1100
								WOR NEWARK 710
1	1	2	2	M7				WBEN BUFFALO 900
1	1	1	1	3	3			*WGR. BUFFALO 550
1	1	1	1			4	4	*WKBW BUFFALO 1480
1	1	1	1	3	3	4	4	WABC NEW YORK 860
1	1	2	2	3	3	4	4	WEAF NEW YORK 660
5	5	6	6	7	7	7	7	WJZ NEW YORK 760
5	5	6	6	M3	M3	M3	M3	WHAM ROC'H'TER 1150
1	1	1	1	3	3	4	4	*WHEC ROC'H'TER 1440
1	1	2	2	M3	M3	M3	M3	WGY SCHEN'D'Y 790
								*WFBL SYRACUSE 1360
1	1	1	1	M8	M8	4	4	WBT CHARLOTTE 1080
								WPTF RALEIGH 680
1	1	1	1	3	3			WWNC ASHEVILLE 570
1	1	1	1	3	3	4	4	WDAY FARGO 940
1	1	1	1	3	3	M5	M5	WADC AKRON 1320
X	X	X	X	X	X	4	4	WKRC CINCINNATI 550
5	5	T	T	M3	M3	M3	M3	WLW CINCINNATI 700
1	1	2	2					WSAI CINCINNATI 1330
TW	TW	M3	M3	3	3	4	4	WHK CLEVEL'D 1390
1	1	2	2	3	3	4	4	WTAM CLEVEL'D 1070
X	X	X	X	3	3	4	4	WAIU COLUMB'S 640
1	1	1	1	3	3	4	4	WSPD TOLEDO 1340
				M6	M6	4	4	*WKBN YO'NGST'N 570
1	1	1	1	3	3	4	4	KFJF OKLA CITY 1480
M6	M6	2	2	8	M3	M9	N	WKY OKLA CITY 900
1	1							*KVOO TULSA 1140
								*WHP HARRIS'B'G 1430
1	1	1	1	3	3	4	4	WLBW OIL CITY 1260
				3	3	4	4	WCAU PHILAD. 1170
M	M3	M3	M3	M3	M3	M3	M3	*WFAN-WIP PHIL. 610
1	1	2	2	3	3	X	X	*WLIT-WFI PHIL. 560
5	5	6	6	3	7	M6	M6	KDKA PITTS'GH 980
1	1	2	2	3	3	M8	M8	WCAE PITTS'GH 1220
1	1	1	1					WJAS PITTS'GH 1290
1	1	1	1	3	3	4	4	WEAN PROVID'NCE 780
1	1	2	2	N				WJAR PROVID'NCE 890
1	1	1	1	3	3	4	4	WDOD CHATTA. 1280
1	1	2	2	8				WMC MEMPHIS 780
M	M	M8	W	3	3	4	4	*WREC MEMPHIS 600
1	1	1	1	3	3	4	4	*WLAC NASH'VE 1470
1	1	2	2	3	3	M	M	WSM NASH'VE 650
								*KRLD DALLAS 1040
1	1	M	M	8	M3	M3	M2	WFAA Dallas 800
1	1	2	2	8	X	X	X	WBAP Ft. Worth 800
X	X	M3	M3					KPRC HOUSTON 920
1	1	2	2	8				*KTSAS. ANTONIO 1290
1	1	1	1	3	3	4	4	WOAI S. ANTONIO 1190
1	1	1	1	3	3	4	4	*WTAR NORFOLK 780
5	5	2	2	M3	M3	M3	M3	WRVA RICHM'D 1110
1	1	1	1	3	3	4	4	WDBJ ROANOKE 930
M	M	2	2	8	M3	M3	M7	*WEBC SUPERIOR 1290
1	1	1	1	3	3	4	4	*WISN MILW'KEE 1220
1	1	M3	M3	8	M3	M3	M3	WTMJ MILW'KEE 620

# Heard Regularly over CBS



NAT BRUSLOFF and his merry men broadcast five times weekly over CBS: Tuesdays at 8:45 a. m., at 9:30 a. m. and at 5 p. m.; Wednesdays at 3:30 p. m., and Fridays at 4:45.

The Carborundum Band is featured each Saturday at 9 p. m., on the Carborundum program.



Bert Lown's dance orchestra from the Biltmore is heard over the CBS chain at 11:30 p. m., Monday; at 5:30 p. m. on Tuesday and Thursday, and at midnight on Friday and Saturday.



Paul Tremaine's orchestra plays from Yoeng's Restaurant at noon every week-day except Saturday, when they play at 12:30 p. m. and 6:45 p. m. They also enliven the 11 p. m. period on Tuesdays.



RADIO'S only "advice to the lover" program isn't that kind of program at all. It is a "heart and home" program. Peggy Winthrop conducts the program Thursday, Friday and Saturday mornings through a wide network of stations associated with the National Broadcasting Company. Her mail, mounting as high as twenty-five hundred letters per week, represents a cross-section of woe and home tribulation in this country seldom revealed.

At least three of these listener problems are solved during every radio program, precaution being taken to conceal the identity of those seeking help. The remainder of the letters are answered in person.

Peggy Winthrop broadcasts her program twice each day she is on the air, once for the benefit of Eastern listeners and again an hour later for a Western network. Peggy's sympathetic voice introduces each problem that is to be solved, and in most cases a cast of able actors interprets the problem and its solution, making the listener a part of the program. An orchestra provides musical interludes.

Peggy Winthrop's program is given through the co-operation of Lever Brothers, manufacturers of Lux.



Mrs. McCarthy (speaking over back fence)—What ud you do if yor husban' raised cain about cold coffee o' mornin's?

Mrs. Flaberty (indignantly) — I'd make it hot for him!



On count, Lee Sims, "wizard of the ivories," was found to have presented 275 selections in fourteen days, with no "repeats." However, Sims appears in three weekly local programs at WBBM, on WABC's "Chicago Variety Hour," and over the Columbia Farm Community network.



When the name "Joan" was decided upon for the feminine character in "Raising Junior," daily feature, it marked the second time in her microphone career that Aline Berry has used that name in a major broadcast series. She was "Joan" in the Old Man Donaldson programs during the winter of 1929-1930.



Phil Spitalny and his seventeen-piece orchestra, which is booked by the NBC Artists Service, and now wintering in Chicago, will conduct charity concerts at intervals of two weeks all through the winter. Veterans' hospitals, homes for the aged, orphan asylums and similar places will be visited.



WABC's artists frequent swimming-pools, gymnasiums, handball and ping-pong courts and Central Park's bridle paths in their preventive campaign against winter colds.



THURSDAY January 1, 8, 15, 22, 29

CHAIN PROGRAMS

January 1, 8, 15, 22, 29 THURSDAY

Red symbols denote NBC; black symbols denote CBS

E. S. T. 6 to 7 P. M. C. S. T. 5 to 6 P. M.

- 1 Black and Gold Room Orchestra
2 Uncle Abe and David
5 Raising Junior
6 Leslie Frick
7 Whyte's Orchestra
8 Literary Digest Topics in Brief
9 Columbia Educational Features
2 Dance Music
3 Eno's Effervescence

E. S. T. 7 to 8 P. M. C. S. T. 6 to 7 P. M.

- 4 A. S. Beck Brevities
5 Fro-Joy Novelty Dance Program
6 Ward's Tip Top Club
3 Midweek Federation Hymn Sing
4 Niagara-Hudson Program
9 Pepsodent Program
A Tastyest Jesters
B Phil Cook, the Quaker Man
C Friendly Five Footnotes

KEY TO LOCAL PROGRAMS
N News
O Educational
P Children's feature
R Religious
S Sports
T Dramatic
V Variety
W Comic
X On the air

MUSICAL
M 1. Band
M 2. Classical
M 3. Dance
M 4. Religious
M 5. Novelty
M 6. Popular
M 7. Symphonic
M 8. Organ
M 9. Semi-classical
M Variety

Table with columns for station (e.g., ALA.-MO., EASTERN TIME, CENTRAL TIME) and program details for various cities like Toronto, Chicago, Detroit, etc.

Table with columns for station (e.g., NEB.-WIS., EASTERN TIME, CENTRAL TIME) and program details for various cities like Lincoln, Omaha, Buffalo, etc.



Ruth Kessler



Musketeers Male Quartette

KMOX AND CBS ARTISTS

Mark Green, John Coolidge, D. K. Howell, Jr., and Jos. F. Breitweiser.

Stanley Morner



Antoinette Sundeen Berquist



Frank Simon



ANTOINETTE BERQUIST'S soprano voice is a favorite with Northwest listeners who hear her in many programs from the National Battery Station KSTP. Yes, she is a blonde with beautiful, golden hair.



Austin J. Roche

A new favorite at WLW is RUTH KESSLER, recently arrived from Leipzig, who sings and accompanies herself on the lute. Weeks ago WLW received a letter from Germany containing Miss Kessler's picture, letters of praise from German radio program directors and a request for a WLW audition from Miss Kessler herself. WLW was delighted to feature her when she arrived in Cincinnati late in November.

Over six feet tall, blond, with blue eyes, with a tenor voice that won him the Wisconsin Atwater Kent audition for two consecutive years, although he is just twenty-one, how could STANLEY MORNER escape the radio announcers' role? The Milwaukee "Journal" station, WTMJ, has been after him ever since he graduated from college last June. He is WTMJ's newest artist-announcer—popular not only in music, but in sports circles, for he has been a star player on the gridiron.

Buffalo's police commissioner, AUSTIN J. ROCHE, is a full-fledged radio actor. As part of his policy to lay stress on crime detection as well as crime prevention, he supervises the writing of a weekly crimelogue based on Buffalo crime records and illustrative of various ways in which well-intending people often are inveigled into crime careers. And when the production goes on the air Friday nights over WKBW, of the Buffalo Broadcasting Corporation, Roche portrays the lead role.

One of the few really great band ensembles to be heard on the air is the Armco Band which plays over Station WLW every Thursday night at 9 p. m. The leader is FRANK SIMON, not only an able conductor, but one of the greatest of cornet players.

London Waiter—Did you say 'am and heggs, sir?

American—No, I haven't been over here long enough for that yet.



Hallowe'en Martin, KYW's "Musical Clock" girl, was obliged to forego a number of her broadcasts due to a severe cold, which occasioned a flood of phone calls from admirers who were alarmed at her absence from the microphone.



CBS artists can't escape the eye of the control man now! A system of mirrors has been installed in WABC's studios which enables the men at the controls to see all corners of the studio, two of which had previously been invisible to them.



Phil Dewey, baritone of the National Broadcasting Company, tells us that he started his professional career in a small way. At the age of four he sang "Old Black Joe" from the high seat of a road grader, his reward being a nickel from the foreman. He estimated his income last year to be \$50,000.



Even the dog, a Chesapeake Bay retriever, in the Richard Maxwell household, is a perfect gentleman. Out for a stroll the other day, he came upon a scrambled mass of dogs and one kitten. Leaping into the center of things, he rescued the kitten and then presented it to his master. Maxwell, who sings tenor over the National network, reports that the dog and kitten are the best of pals.



A modern novelist says: "Thirty is the proper age for a woman." Well, if she isn't proper by that time, she probably never will be.



Robert Woolsey, Radio Pictures' featured comedian, never seems to become serious—even at mealtime he must have his joke.

While at luncheon in the studio restaurant, Chef Kuhlman approached Woolsey's table with clasped hands and a beaming expression, and exclaimed: "Ah, Mr. Woolsey! To-day you will try some of my special baked Barracuda Andalouse? Yes?" "Nope!" replied Woolsey. "I'll just take the Barracuda."



Wife—John, I'm so disappointed. John—What's the matter now, dear?

Wife—Here it is your birthday and you forget to bring me home a present to give to you.





THURSDAY January 1, 8, 15, 22, 29

Table with columns for ALA.—MO. (\*Part Time), Program by 15-minute periods, and Eastern/Central Time. Rows list stations like 690 TORONTO CKGW and programs like Poets Gold, Literary Digest Topics in Brief, etc.

CHAIN PROGRAMS

Red symbols denote NBC; black symbols denote CBS

E. S. T. 8 to 9 P. M. C. S. T. 7 to 8 P. M.

- 1 Poets Gold Emery Deutsch's Orchestra with David Ross.
2 Literary Digest Topics in Brief Lowell Thomas.
3 Poets Gold
4 Kaltenborn Edits the News
5 The Hamilton Watchman Playlet with Broadway stars.
6 Fleischmann Hour Rudy Vallee and his orchestra.
7 Aunt Lulu's Adventures Comedy sketch.
8 Landt Trio and White
9 The First Nighter First nights at the theatre.

E. S. T. 9 to 10 P. M. C. S. T. 8 to 9 P. M.

- 2 Arco Birthday Party Male quartet; string ensemble; direction, Ludwig Laurier; simulated reincarnation of famous people.
3 Jack Frost's Melody Moments Vocalists; Eugene Ormandy, violinist and director of orchestra.
7 Knox Orchestra
8 Dunlap Orchestra
9 Maxwell House Ensemble Vocal soloists; male quartet; orchestra director, Willard Robison.
6 To Be Announced
7 Detective Story Magazine Dramatized tales of mystery.

THURSDAY—DAYTIME

Brazilian-American Program. 5 P. M., over WJZ, WENR, WHAM, WBZ, KDKA, WLW, KWK, WREN, KFAB. Libby, McNeil and Libby Program —Ray Perkins, master of ceremonies, 10 A. M. NBC service to WJZ, WHAM, KDKA, WLW, WBO, KWK, WREN, WHAS, WSM, WMC, WSB, WAPI, WSMB, WIDX, WBZ, WBZA. Chats with Peggy Winthrop, 8:15 A. M., Thursday, Friday and Saturday, over WJZ, WBZ, KDKA, WHAM.

KEY TO LOCAL PROGRAMS

- N News S Sports
O Educational T Dramatic
P Children's V Variety
feature W Comic
R Religious X On the air

MUSICAL

- M 1. Band M 6. Popular
M 2. Classical M 7. Symphonic
M 3. Dance M 8. Organ
M 4. Religious M 9. Semi-classical
M 5. Novelty M Var.ety

January 1, 8, 15, 22, 29 THURSDAY

Table with columns for Program by 15-minute periods, NEB.—WIS. (\*Part Time), and Eastern/Central Time. Rows list stations like KFAB LINCOLN 770 and programs like \*WOW OMAHA 590, WPG ATL'IC CITY 1100, etc.



RUDY WEIDOFF and his famous pupil, RUDY VALLEE, play a saxophone duet, while ALICE WEAVER, dancer protegee of Ann Pennington, keeps time.

IT is no more necessary to underline a picture of Rudy Vallee. Every one seems to know what he looks like and all about him. Whatever has been the promotional scheme of Vallee and his radio sponsors, there is no question that it has been thorough.

Just the other day the ubiquitous commuter overheard a conversation running something like this (feminine voice speaking): "What, you have never heard Rudy Vallee!"

Even the big baby magazine *WHAT'S ON THE AIR* has made mention of Vallee in eight different monthly issues, due to the demand of his appreciative listeners.

Vallee and his type of music appeal to a distinct class of people—it can not be denied it is a large class—although Rudy's programs are purely and simply designed for entertainment alone.

Excellent judgment has been employed in the selection of the guest artists who make their appearances with the Connecticut Yankees on the every-Thursday Fleischmann (NBC) broadcast; among these have been Kate Smith, blues singer extraordinary; Molly Picon and Irene Bordoni, French favorite. And, of course, the inimitable Graham McNamee is master of ceremonies.

RADIO is assuming a definite place in the educational field, according to the results of a recent survey of National Broadcasting Company programs, which revealed that approximately fifty hours of broadcasting time are devoted each month by that organization alone to purely educational programs.

Many of these programs are arranged through the co-operation of various educational units, while in others NBC is going ahead on its own account. In most instances the programs styled educational were selected because of their general appeal to both schoolchildren and adult listeners.

Forty-four such programs, embracing fifty-two hours of program time, were heard through stations associated with NBC during the month of December. They ranged in type from the NBC Music Appreciation Hour, directed by Walter Damrosch, and the Radio Guild series of dramas, to talks on a wide variety of subjects, including current events, aviation and science.

Most of these programs are arranged by Miss Margaret Cuthbert, in charge of NBC speech bookings.

✽

Bill—How many controls on your radio?

Jack—Three: my mother-in-law, wife and daughter.

✽

Speaking of the modest violet, listen to this, overheard in WABC's studios:

"The best talent on the air," argued Harry Vonzell, CBS announcer, who hails from Los Angeles, "came originally from California."

"The devil I did!" retorted Harry Swan, character actor.

✽

Carolyn Cornell, beauty specialist of the Radio Home-Makers' Club, which broadcasts over the Columbia-WABC network, reached home the other night and discovered that a burglar had turned her apartment upside down. The only article she missed, however, was a china porcupine, the emblem of Louis XII., from the chateau country of France.

✽

"Smiling Billy" Mason, the Eno Rooster, first faced the mike in Detroit ten years ago, when he spoke into an ordinary telephone with a parchment cornucopia attached. When he saw a real mike the other day, he had the worst attack of mike fright reported around the Columbia studios for a long time. For the first time in years he missed his golf for two weeks, and he passed four nights without any sleep. Yet Mason has been in the show business—circus, stage and screen—for more years than he cares to remember.





# The Secret of Following

By ARTHUR MURRAY,  
America's Foremost Dancing Instructor.

*Four Exercises Which Will Help to Strengthen Those Muscles  
Which Are Used in Ballroom Dancing.*

THE object of these exercises is to train the muscles which are used in dancing. I have found that many of these exercises, in addition to teaching the person to dance, also serve as aids in developing the figure to the ideal form. That these exercises also make one graceful goes without saying.

## I.

This exercise is one of the best to develop grace of body in social dancing.



Stand with heels together, hands at side.

Step sidewise on right foot to right, and draw the left foot behind right, as shown in the illustration. At the same time bring hands in the position shown. Sway to right.

Then step with left foot to left and bring the

right foot up to left. Sway to left.

Use three counts of waltz music for each swaying movement. 1, 2, 3, to left; 4, 5, 6, to right.

## II.

So many people who are really good dancers make a bad appearance on the ballroom floor that I am tempted to give them an exercise which will remedy the cause of looking slovenly while dancing, and at the same time relax the muscles of the back.



This exercise will also make you hold your head up high and take the stiffness out of

your back, if you practice it faithfully.

Begin each exercise by standing erect, with hands at sides and heels together. Then assume the position as shown in the illustration.

Music is not necessary. You can practice to waltz tempo by counting: 1, 2, 3. Do not bring your feet together again until after the third beat.

## III.

To make your feet look well, train their heels to always come together as in this illustration. The toes should be turned out . . . the knees should touch one another.

On the count of one, kick your right foot as far backward as possible; on the count of two, bring your heels together so that the knees touch and toes are turned outwardly.

Repeat the same movement with the left foot. Pose in front of a mirror and observe the position of your feet when they come together.



## IV.

One may often dance well when taking a forward or backward step, but the side movement frequently acts as a stumbling-block. That the second step in each waltz measure is a side step proves the importance of this movement in social dancing.

Simply extend one foot to the side and raise it as high as possible, as in the illustration.

To gain a good sense of equilibrium, keep the body erect. Practice this exercise ten times with one foot; then repeat with the other foot.

Rise on the toes of the foot carrying the weight.

If you have no phonograph or radio, count 1, 2, 3, 4, in lieu of music. Raise foot, 1, 2. Lower foot, 3, 4.



Every minute Phillips Carlin, NBC Eastern program director and announcer, can snatch from his duties is spent fishing. Carlin's collection of tackle is considered the most valuable in radio.

✽

Both Harold Sanford, NBC light-opera conductor, and Paul Oliver, Palmolive tenor, once nourished ambitions to be locomotive engineers.

✽

When flying in warm weather, Elinor Smith, noted woman aviator and only woman announcer on NBC, wears athletic "shorts" similar to those affected by girl basket-ball players. Which is possibly an indication of what styles in woman's dress will turn to in 1940.

✽

Despite the fact that he's noted now for his drawl, Bill Munday, NBC football talkster, was called "Bullet Bill" because of his rapid delivery when he first faced the microphone five years ago. And he is still regarded as among the few announcers capable of adequately keeping up with a basket-ball game.

✽

Jessica Dragonette, of the NBC Cities Service Hour, received so many Christmas cards from the radio audience that half a dozen bushel baskets were required to carry her cards from the studios to her home. She answered every one.

✽

Mail from the radio audience to its favorite artists was much heavier during 1930 than in the year previous, according to Miss Adelaide Piana, in charge of NBC's private post-office. For some months the volume of incoming correspondence was almost double that received during the same months in 1929, her report shows.

✽

John Young, NBC announcer, Yale graduate and "buddy" of Rudy Vallee, claims not to have missed a Yale-Harvard football game in ten years. The same goes for Yale-Harvard basket-ball games, baseball games and all major athletic competition.

✽

*First Student*—I wonder how old Mrs. Pittypacker is?

*Second Student*—Quite old, I imagine. They say she used to teach Caesar.



FRIDAY January 2, 9, 16, 23, 30

CHAIN PROGRAMS

FRIDAY January 2, 9, 16, 23, 30

Table with columns for ALA.-MO. (Part Time), Program by 15-minute periods, and EASTERN/CENTRAL TIME. Rows list stations like 690 TORONTO CKGW, 960 TORONTO CFRE, etc., with broadcast schedules.

Red symbols denote NBC; black symbols denote CBS

E. S. T. 6 to 7 P. M. C. S. T. 5 to 6 P. M.

- 1 MacDougal Restaurant Orchestra
2 Howard Lanin's St. Moritz Orchestra
3 My Bookhouse Story-time
4 Eno's Effervescence
1 'The World in Music'
2 Black and Gold Room Orchestra
3 Uncle Abe and David
7 Raising Junior
9 Literary Digest Topics in Brief

E. S. T. 7 to 8 P. M. C. S. T. 6 to 7 P. M.

- 4 Spotlights in Drama and Literature
5 College Memories
6 Old Company's Program
A The Pepsodent Program
B To Be Announced
C Phil Cook, the Quaker Man
D Brownbilt Footlights
5 Dance Music from New York
6 The Gruen Town Crier
7 Dance Music from New York
8 Evangeline Adams
9 The Vagabonds

KEY TO LOCAL PROGRAMS
N News S Sports
O Educational T Dramatic
P Children's V Variety
feature W Comic
R Religious X On the air

MUSICAL
M 1. Band M 6. Popular
M 2. Classical M 7. Symphonic
M 3. Dance M 8. Organ
M 4. Religious M 9. Semi-classical
M 5. Novelty M Variety

Table with columns for NEB.-WIS. (Part Time), Program by 15-minute periods, and EASTERN/CENTRAL TIME. Rows list stations like KFAB LINCOLN 770, \*WOW OMAHA 596, etc., with broadcast schedules.

Margaret  
Anglin

# Radio Guild

**T**HE National Broadcasting Company has inaugurated a twenty-six-week series of educational broadcasts, embracing the outstanding plays of all time, with the leading roles enacted in many instances by the actors and actresses most prominently identified with each play.

Under the general title of Radio Guild, the series will be heard each Friday afternoon from 4 to 5 o'clock, E. S. T., throughout the winter.

A coast-to-coast network of stations associated with NBC is broadcasting the series. The plays, selected from the reading-lists of secondary schools and colleges throughout the United States, are planned as an extra-curricular course in dramatic literature. Each broadcast will last an hour.

Such stars of the legitimate stage as Margaret Anglin, Tom Powers, Eva Le Gallienne, Dudley Digges, Margaret Kennedy and Basil Rathbone, to mention only a few, have been or will be identified with the series. The plays in the series include such classics as "Iphigenia in Aulis," "Twelfth Night," "The Doll's House," "The Green Goddess," "Milestones," "Lady Windermere's Fan," "Mr. Pim Passes By," "Hamlet," "The Melting-pot," "Beau Brummel," "Romeo and Juliet," and others. Several of these have already been presented.

A special microphone adaptation of each play to be presented is made by Vernon Radcliffe, veteran of the stage and screen, who directs the programs.

The same cast of Broadway and microphone actors who played in the original Radio Guild programs on Wednesday after-

noons are heard in the current series, in addition to the guest stars. They include Florence Malone, Charles Webster, Alfred Shirley, Guy Kibbie and Charles Warburton.

In announcing the inauguration of the educational series, John W. Elwood, vice-president of NBC, said:

"Two years ago the National Broadcasting Company undertook its first experiment in strictly educational programs with the Music Appreciation series of concerts under the direction of Walter Damrosch. Through our combined coast-to-coast networks we put the program into over fifteen thousand schools and within hearing of an estimated five million students. The success we hoped for was most definitely achieved.

"With the new Radio Guild series we hope, through the co-operation of schools, colleges and the students, to achieve the same or an even greater objective. Every play to be presented has been selected from the reading-lists in English literature. Their importance in acquainting students, who know drama only from the printed page, with great plays and great actors, is inestimable.

"It is our hope and expectation that the reaction to this broadcast series will in every way equal in the dramatic field the success of the Music Appreciation series."

What, then, could have been more fitting than the vehicle chosen to inaugurate this "drama appreciation" series? The presentation of Euripides' classic, "Iphigenia in Aulis," marked the first time for early Greek drama to find its way to a radio network!

Eva  
Le Gallienne

**D**R. FRANK H. VIZETELLY, who speaks every Tuesday evening over the Columbia network of his "adventures in words" during a thirty-nine-year association with the New Standard Dictionary, of which he is now editor, has had adventures of other kinds as well. He was at school in Paris, at the age of seven, when the city was besieged just before the end of the Franco-Prussian War, and was subjected to all the privations of those nightmare days. Then, thirty years later, when the British maintained a Boer prison camp on the mid-Atlantic island of Bermuda, he was the only civilian who penetrated the lines, which brought him to the point of the bayonet. But he brought back his story. He should be able to tell a good many of them with his vocabulary of 450,000 words.

"Believe It or Not" Ripley, NBC fact expounder, was asked if there was any chance of his running out of material. Ripley replied that, should he stay in his own home for four years, drawing continuously, he could not exhaust the material now on hand.

You have only to watch Mary Charles, La Palina soprano, sing in order to understand why her voice can convey so wide a range of emotion, according to David Ross. Feeling a part and acting it as well constitute one great secret of radio success, he says. Apparently on the verge of tears one moment, shining with happiness the next, Miss Charles' face runs the gamut of expressions demanded by the song she happens to be delivering.

Most of the men who preside over the control panels in Columbia's monitor rooms are either musicians or know how to read music. By following the score of a program, they are enabled to cut down power to the microphones a split second before the players sound an especially loud passage.

Georgia Backus is studying the science of graphology in her odd moments. She's said to be learning so fast that none of the Columbia staff is safe in writing his name while she's about. The things an odd twist to a letter or a missing dot to an "i" indicate to Miss Backus are always surprising and generally dismaying to the subjects of her analyses.

Liza—Dey says dat dat young niggah Exodus Johnsing done got a terrible position wiv de army.

Mandy—Is dat so? What sort ob er position is it?

Liza—Why, dey says he's done attached to a flyin' corpse.



CAST OF NBC'S "RADIO GUILD" AT INAUGURAL BROADCAST

Left to right: Charles B. Tramont, announcer; Wright Kramer; Adele Ronson; William Shelley; Cesare Sodero, director of orchestra; Margaret Anglin; William S. Rainey, production manager; Charles Warburton; Marjorie Gateson; Vernon Radcliffe, director of the series; Florence Malone; Alfred Shirley; Charles Webster; Katherine Proctor and Olive Reeves-Smith.



FRIDAY

January 2, 9, 16, 23, 30

CHAIN PROGRAMS

January 2, 9, 16, 23, 30

FRIDAY

Table with columns for ALA.-MO. (\*Part Time), Program by 15-minute periods, and Eastern/Central Time. Rows list stations like TORONTO, BIRMINGHAM, DENVER, CHICAGO, etc., with program codes and time slots.

Red symbols denote NBC; black symbols denote CBS

E. S. T. 8 to 9 P. M. C. S. T. 7 to 8 P. M.

- 1 Cities Service Concert Orchestra
4 Nestle's Program
5 Le Trio Morgan
6 Natural Bridge Review
1 Grand Opera Miniatures
2 Literary Digest Topics in Brief
4 Weed Tire Chain Program
E. S. T. 9 to 10 P. M. C. S. T. 8 to 9 P. M.
5 True Story Hour
2 Clicquot Club Eskimos
3 To Be Announced
7 Interwoven Pair
8 Armour Program

FRIDAY-DAYTIME

Music Appreciation Hour, 11 A. M., Walter Damrosch in "Musical University of the Air," WJZ, WEA, WEEL, WJAR, WTAG, WOSH, WLIT, WRC, WGY, WGR, WCAE, WTAM, WWJ, WSAI, WGN, KYW, WENR, WIBO, KSD, WOC, WHO, WOW, WDAF, CKGW, WTMJ, KSTP, WBOC, WRVA, WPTF, WJAX, WIOD, WFLA, WSUN, WHAS, WSM, WMC, WSB, WAPL, WJDX, WSMB, KVOO, WFAA, KPRC, WKY, WQAI, KOA, KSL, WBZ, WBZA, WBAL, WHAM, KDKA, WJR, WLW, KWK, WREN, KFAB.

KEY TO LOCAL PROGRAMS
N News
O Educational
P Children's feature
R Religious
S Sports
T Dramatic
V Variety
W Comic
X On the air

MUSICAL

M 1. Band M 2. Classical M 3. Dance M 4. Religious M 5. Novelty M 6. Popular M 7. Symphonic M 8. Organ M 9. Semi-classical M 10. Variety

Table with columns for NEB.-WIS. (\*Part Time), Program by 15-minute periods, and Eastern/Central Time. Rows list stations like LINCOLN, OMAHA, ATLANTA, NEWARK, BUFFALO, etc., with program codes and time slots.

Howard Petrie

N B C

Ethel Merman

Helene Carlin

Jose Santiago

Edna Wallace Hopper

THE ONLY WOMAN MEMBER OF THE ROXY SYMPHONY ORCHESTRA

Florence Wightman



HELENE CARLIN was singing at a football game when Chief Eskimo Harry Reser, of Clicquot fame, overheard her. He recognized her voice as peculiarly adapted to radio and arranged for an audition which resulted in her microphone debut as guest artist on the Clicquot Club Eskimo program.

HOWARD PETRIE, one of NBC's more recent additions to its announcing staff, is perhaps the chain's tallest announcer, standing six feet four inches. Like most successful announcers, Petrie had distinguished himself in musical circles before coming to radio. NBC called him from WBZ in Boston.

ETHEL MERMAN, one of Broadway's favorites, now playing in "Girl Crazy," has learned her way over to 711 Fifth Avenue quite well of late. She has proved herself a popular guest artist.

Recently Roxy's Gang program featured one of Roxy's discoveries, JOSE SANTIAGO, Filipino baritone. Santiago is the first native of the Philippines to have found success in operatic roles, in American musical circles at least.

EDNA WALLACE HOPPER, for more than forty years one of the most spectacular actresses of the American and English stage, and who at the age of more than sixty looks like a girl of twenty-three, may be heard each Tuesday and Friday afternoon at 2:30, E. S. T., from the NBC Times Square theatre studio in a presentation of the now "Affiliated Super Features of the Air," telling American women the secrets of her youth. Miss Hopper has just returned from Paris, where within the last few months, despite her age, she has mastered the extreme acrobatic technique of one of the most strenuous dances known—the Russian Ballet. She is shown above in one of the movements of the dance, photographed on board the "Homerick," when she returned from France with her dancing partner, Fernand Grip. Miss Hopper was introduced in her first broadcast by her theatrical manager, William Morris, who booked Miss Hopper over thirty years ago as the original star of the "Florodora Girls."



Ray Perkins, NBC's Old Topper, actually wears a high hat before the microphone.

"Truly I Love You," theme song for Phil Spitalny's broadcasts over Station KYW, has been published and is available to the public.

The longest single wire ever stretched to a network station by the Columbia Broadcasting System is that one extended to carry the chain's programs to Station WDSU, New Orleans.

Among interesting recollections of Brooks and Ross, WLW harmony team, is the one of a certain smart London party at which the Prince of Wales sat by their piano for two hours, asking for favorite songs.

This country, says Henry Burbig, whose epics in dialect are heard over the Columbia System, is not what it used to be—and never was. He bears the assertion out with this tale:

Last winter he drove far into Connecticut in search of rabbits. Far out on a dirt road Henry and his shooting companion decided they had lost their way. They stopped a few minutes later at one of those lonely and bleak farmhouses that dot the New England hills and a quince-faced old man answered Mr. Burbig's knock.

"Pardon me," the latter said, "but can you direct me to Litchfield?"

"Hah?" the old man inquired.

"I said, can you direct me to Litchfield?"

"Hah?"

Henry, irate by this time, turned to his companion, and, as he often does, relapsed into dialect.

"Here I'm lusted in de furrest and 'Hah?' he geeves me. So, am I crazy? Leesten, kirro kent you herring so good to-day or where is de whereabouts from Litchfield?"

"I hearing O. K.," said the old man, suddenly animated. "So why you dunt tukking h'Engleensh be-furr? You wanting to go to Litchfield, you should lukiing by de laft-hand side from de rud' a rad skul-house."

Cullud Pastor—Brederen, we must do something to remedy de status quo.

"Brudder Jones, what am de status quo?"

"Dat, my brudder, am de Latin for de mess what we's in."





FRIDAY January 2, 9, 16, 23, 30

Table with columns for ALA.-MO. (Part Time), Program by 15-minute periods, and Eastern/Central Time. Rows list stations like 690 TORONTO, 960 TORONTO, etc., with program codes and time slots.

CHAIN PROGRAMS

Red symbols denote NBC; black symbols denote CBS

E. S. T. 10 to 11 P. M. C. S. T. 9 to 10 P. M.

- 1 To Be Announced
2 Rythm Choristers
3 Phoenix Ten-year Hosiery Program
4 Crime Prevention Program
5 Under the Jolly Roger

E. S. T. 11 to 12 P. M. C. S. T. 10 to 11 P. M.

- 6 Slumber Music
7 Pepsodent Program
8 Musical Aviators Orchestra
9 Romanelli and His King Edward Orchestra

FRIDAY-DAYTIME

Libby, McNeill and Libby Program. 10 A. M., over WJZ, WBAL, WHAM, KDKA, WLW, WKW, WREN, KPAB, WRVA, WPTF, WJAX, WIOD, WFLA, WSUN, WHAS, WSB, WJDX, WSMB, KVOO, WBAP, KPRC, WOAI, KOA.

Elgin Program. Noon, over WFAF, WJAR, WTAG, WOSH, WRC, WGY, WWJ, WSAI, KYW, KSD, WOC, WAPI, WHO, KSTP, WEBQ, WRVA, WPTF, WJAX, WIOD, WFLA, WSUN, WSM, WMC, WSMB, WJDX, KTHS, KVOO, KPRC, WOAI, WKY, KOA, WDAF, WSB.

KEY TO LOCAL PROGRAMS

- N News S Sports
O Educational T Dramatic
P Children's feature V Variety
R Religious W Comic
X On the air

MUSICAL

- M 1. Band M 6. Popular
M 2. Classical M 7. Symphonic
M 3. Dance M 8. Organ
M 4. Religious M 9. Semi-classical
M 5. Novelty M Variety

FRIDAY January 2, 9, 16, 23, 30

Table with columns for NEB.-WIS. (Part Time), Program by 15-minute periods, and Eastern/Central Time. Rows list stations like KFAB LINCOLN, \*WOW OMAHA, etc., with program codes and time slots.

# Sports



By JOSEPH R. ATOR

**N**EW Year Day. East of the Rockies, a grand day to enjoy an open-grate fire and the radio. But out at Los Angeles a day of sunshine (you'll never hear of it if it isn't), a green gridiron beneath a warm sky, a roaring multitude in the great Rose Bowl.

Alabama against Washington State! The pride of the South pitted against the giants from the Northwest who swept one after another of the great teams of the Pacific Coast down to defeat before them. As a spectacle and as an exhibition of straight football, the last game of the 1930 season should place a fitting climax on the year.

Perhaps because they are accustomed to playing the whole season long before shirt-sleeved crowds, Coach Wallace Wade's crimson tide are likely to give a better account of themselves in the warm turmoil of the Rose Bowl than have other challengers from the East. Their previous record in such games is unapproached by that of any other invader.

Both chains will bring the broadcast to you. You can choose between Ted Husing's crisp facts on Columbia, and Graham McNamee's poetic color over the NBC outlets.

Since the Army-Navy game on December 13 was for charity, both of the chains gave their broadcasting services. The fee of the Philco radio people, who were the sponsors of the program over the NBC chain, also went to charity, and, in addition, the company announced the sale of fifteen hundred of its sets, the receipts, expected to exceed \$110,000, to go to the Salvation Army.

In spite of the valiant efforts of this column—can it be that those grasping fight promoters don't read it?—the boxfight persons seem to be winning out in their fight to exact a goodly cash payment for the privilege of broadcasting their shows. It comes on good authority that the NBC folks paid a formidable sum for the exclusive privilege

of putting the Canzoneri-Singer fight, in which Tony rocked the lightweight crown off Al's brow in two minutes, on the air.

That, of course, means but one thing in the long run. Broadcasting the big fights, if this practice continues, will soon be the exclusive privilege of the chains. No single station can afford to pay \$10,000 or more to put its microphone at the ringside in a championship bout.

And it may be a short-sighted policy on the part of the fight people. With racketeers, gangsters and fixing politicians playing the unwholesome part which they now do in the boxing "game," the time may come—and that soon—when the chains won't be bothered to join in the ballyhoo.



WILLIAM C. "Bill" MUNDAY, "the Georgia Drawl," did exceptional work on the Notre Dame-Southern California game.

If you're good at DX tuning, you can follow the professional hockey games this year. In Canada, where the sport has its foundations and whence it draws all of its stars, the stations can give it time in their evening programs. In the United States its public is apparently not great enough as yet for the broadcasts to force their way in among chain programs. At Chicago, KYW, which followed the Blackhawks last year, found other programs made it impossible to do so this season. Other stations in the United States have met the same obstacles, although you may get an occasional hockey broadcast over them.

Basket-ball meets the same obstacles which lie in the way of hockey. It is an evening sport, and the public, aside from college and university alumni who follow their own teams, has not taken the interest in the sport that it has in collegiate football.

Play for the Eastern Conference title started last month. The Big Ten, Missouri Valley, Big Six and Southern Conference get going after the Christmas holidays. The two chains promise that they may step in, in February or March, for some of the title-deciding games.

**N**OTRE DAME and Harvard have a majority representation on Ted Husing's All-Radio Football Team for 1930. Husing, chief sports announcer on the Columbia network, has chosen his team exclusively from colleges whose games he described play by play from start to finish. Husing knows football as a former star player as well as an observer.

His selection follows:

End	Harding	Harvard
Tackle	Bowstrom	Navy
	Price	Army
Guard	Kassis	Notre Dame
Center	Siano	Fordham
Guard	Metzger	Notre Dame
Tackle	Trafford	Harvard
End	Elcewicz	Fordham
Quarterback	Carideo	Notre Dame
Halfback	Crickard	Harvard
Fullback	Clark	Pittsburgh
Halfback	Schwartz	Notre Dame

"In a season where team play counted most," says Husing, "and where individual brilliance was unmistakably on the wane, this selection, while heavily overbalanced with Notre Dame, Harvard and Fordham players, was made after continued study and weighing of the relative merits of each man, including consideration of opponent, opponent's team strength, defensive and offensive play, and strategical effectiveness.

"I trust that the hundreds of fans whom I know will disagree with my selection will remember that this is not an All-America team, in the strictest sense of the word. It's my own particular All-Radio team. I have not picked my line-up on the strength of their showing through the season, but on the strength of what I saw them do in the games I broadcast."

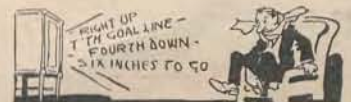
George Beuchler, WABC announcer, tells of what proved the "grand finale" of his musical career. Three years ago he, as announcer for a Washington station, was called upon in an emergency. With no music at hand, all he could venture was, "Yes, We Have No Bananas," which he played through repeatedly before help arrived.

He had been to a stag dinner and his wife wanted to hear all about it when he got home.

"Well," he said, "one rather odd thing occurred. Jim Blankton got up and left the table because some fellow told a story that he didn't approve of."

"How noble of Mr. Blankton," exclaimed the wife; "and what was the story, John?"

The most famous tonsils in the world caused Graham McNamee to miss two scheduled football broadcasts for NBC during the past grid season. And enabled him to hear the first radio account of a football game in his life.



SATURDAY

January 3, 10, 17, 24, 31

CHAIN PROGRAMS

January 3, 10, 17, 24, 31

SATURDAY

Table with columns for ALA.-MO. (Part Time), Program by 15-minute periods, and EASTERN/CENTRAL TIME. Rows list various radio stations and their broadcast schedules.

Red symbols denote NBC; black symbols denote CBS

E. S. T. 6 to 7 P. M. C. S. T. 5 to 6 P. M.

- 1 NBC Feature to Be Announced
2 Black and Gold Room Orchestra
3 Uncle Abe and David
6 Raising Junior
7 Saltzman's Restaurant Orchestra
8 Literary Digest Topics in Brief
9 Tom, Dick and Harry
2 Dance Music
3 Eno's Effervescence

E. S. T. 7 to 8 P. M. C. S. T. 6 to 7 P. M.

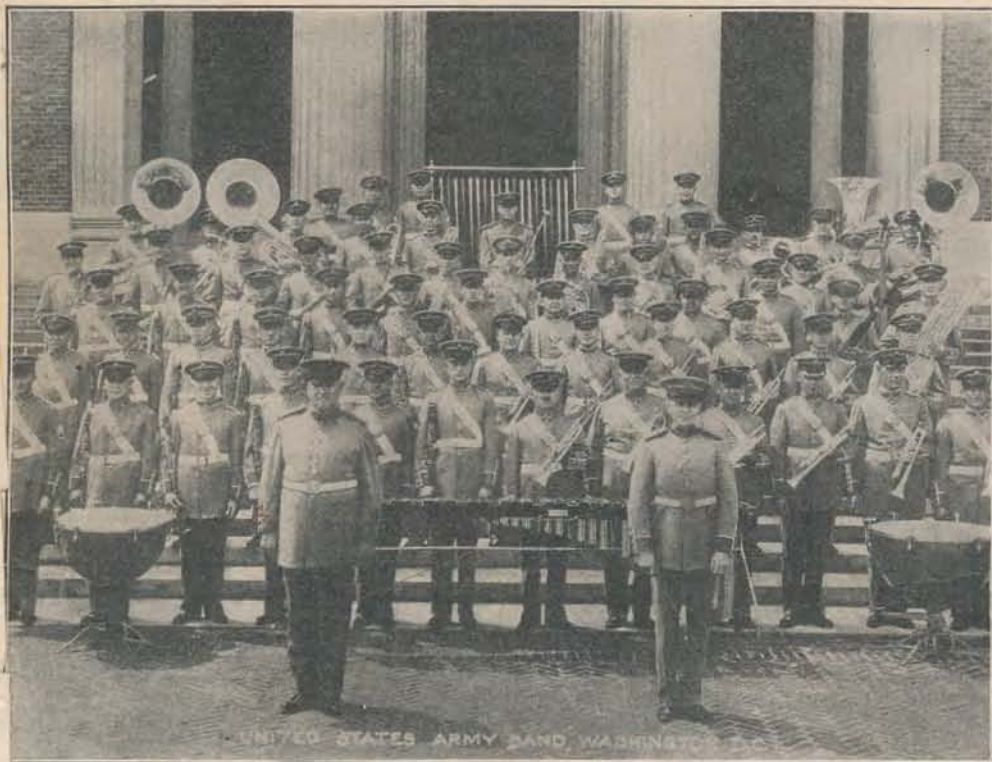
- 4 Paul Tremaine and His Orchestra
5 Columbia Educational Features
6 Necco Surprise Party
4 Whyte's Orchestra
5 Silver Flute
9 The Pepsodent Program

- A Tastyest Jesters
B To Be Announced
C Pickard Family

KEY TO LOCAL PROGRAMS: N News, O Educational, P Children's feature, R Religious, S Sports, T Dramatic, V Variety, W Comic, X On the air

MUSICAL: M 1. Band, M 2. Classical, M 3. Dance, M 4. Religious, M 5. Novelty, M 6. Popular, M 7. Symphonic, M 8. Organ, M 9. Semi-classical, M Variety

Table with columns for NEB.-WIS. (Part Time), Program by 15-minute periods, and EASTERN/CENTRAL TIME. Rows list various radio stations and their broadcast schedules.



BACK ON THE AIR . . . THE U. S. SERVICE BANDS  
 This one, of course, is the U. S. Army Band, led by Capt. William J. Stannard.

LAST-MINUTE ANNOUNCEMENTS

(Continued from page 9)

is carried by WWJ of Detroit. The time is 5 to 6 P. M., E. S. T.

In addition to the Paramount Public Radio Playhouse program Tuesday nights, at 10:30 P. M., E. S. T., Paramount has launched a mid-day program Mondays, Wednesdays and Fridays over WABC only. The new series comes from the Paramount Organ Studio, and is entitled "Paramount on Parade."

NBC has a second outlet in Cleveland. On December 15, WGAR, 500-watt station on 1,450 kilocycles, began to carry the programs released through WJZ. As we announced last issue, WGAR is a consolidation of WFJC of Akron and WCSO of Springfield.

Auction Bridge Game, sponsored by the U. S. Playing Card Company, may be heard over WEAJ and associated stations every Tuesday at 4:30 P. M., E. S. T.

A new program series, to be known as "Rodeheaver Sings," is broadcast each Wednesday and Saturday evening from 8 to 8:15, E. S. T., over WEAJ and associates.

"Tiny" Berman, the big boy of the Merry Madcaps dance band of Station WTIC of Hartford, has a bone to pick with WHAT'S ON THE AIR, maintaining that, by quoting his weight as 270 pounds, his favorite radio mag did him out of almost one hundred pounds. "Tiny" wishes it known that he tips the scales at 365. "Why," exploded the world's biggest bass viol player, "they're trying to make a shrimp out of me!"



MARY HOPPLE'S rich contralto voice enriches the Chase and Sanborn Choral Orchestra program, heard every Sunday over a coast-to-coast NBC network. She is also the featured contralto of the Armstrong Quakers, heard weekly over the same network, and is widely known and admired in every section of the United States.

It was no less a personage than Madame Schumann-Heink who years ago commented on the fine quality and great possibilities of Mary Hopple's voice.

She is the daughter of Dutch parents and was born twenty-four years ago in Lebanon, Pa.

In order to acquire the necessary musical education, Miss Hopple went to New York, where she worked as a clerk in a bookstore while she pursued her studies.

Just one audition at the studios of the National Broadcasting studios, two years ago, won her a place among the leading contraltos of the air.

She has received all her musical education in America.



There are fan letters and fan letters. Read this one received by "Believe It or Not" Ripley, of National's "Colonial Beacon Lights" program:

"My wife and I have always been interested in unusual things. We have not missed a circus in the last thirty years. Freaks, curiosities, and the like, hold a peculiar fascination for us, and now we would like to see you, Mr. Ripley."

Radio broadcasting isn't always what we think it is. Oddly enough, although Bernie Cummins has been directing dance music over the National network for years, he has just paid his first visit to the broadcasting studios.

And now Kathleen Stewart, NBC staff pianist, has hibernated with the rest of them. After preparing her garden for the coming cold months, she has deserted her home up the Hudson for a New York apartment.

The "understudies," or the "scrub" orchestra, but in studio jargon properly the "stand-by" orchestra, is that patient group of musicians whom you will see waiting in the Columbia System studios for hours each day in apprehension of the prearranged day's schedule going awry.

The Weed Tire Life Savers quartet on the Columbia chain meets three times a week in a Broadway ping-pong parlor, where the four spend an hour or two playing doubles.

And here's a story of a telephone girl who got Ted Husing's number, at least. The Columbia sports reporter had just given his number over a booth phone when the operator asked: "Pardon me, but aren't you Ted Husing, the radio announcer?"

David Ross, WABC announcer, has received the following letter from an Indian admirer, George Custer Yellowhorse, who refers to the Coral Islanders series:

"Last year Indian listen many moon to your programs. He like very much, and so listen again this year. This year he like, too, but he not hear waves. Why you not have wave noise any more? But Indian like anyway, and wish good luck to great White Brother Ross, who read poetry. Also to men who play music Indian like."



SATURDAY

January 3, 10, 17, 24, 31

CHAIN PROGRAMS

January 3, 10, 17, 24, 31

SATURDAY

Table with columns for ALA.-MO. (Part Time), Program by 15-minute periods, and Eastern/Central Time. Lists stations like CKGW, CFRB, WAPI, WBRC, etc., with their respective broadcast schedules.

Red symbols denote NBC; black symbols denote CBS

E. S. T. 8 to 9 P. M. C. S. T. 7 to 8 P. M.

- 1 Dixie Echoes: Negro spirituals.
2 Literary Digest Topics in Brief
3 Dancing Yesterdays: Old-time dance tunes.
4 To Be Announced
5 Salon Singers: Orchestra director, George Sodero.
6 Radiotron Varieties: 'Bugs' Baer, master of ceremonies...
7 Careless Love: Negro sketch with incidental music.
8 Dixies Circus: Circus life; clown band.
9 Rin Tin Tin Thriller: Dog stories in drama form; incidental music.
10 Fuller Man: Earle Spicer, baritone; male quartet; orchestra director, Don Voorhees.

E. S. T. 9 to 10 P. M. C. S. T. 8 to 9 P. M.

- 11 General Electric Hour: Walter Damosch, conducting; adventures in science; Floyd Gibbons.
12 Edwin Stanley Seder: Organist.
13 Dutch Masters Minstrels: Paul Dumont and Al Bernard, end men; instrumental trio; male quartet; orchestra director, Harold Sanford.
14 Carborundum Hour: Indian legends with Carborundum band; directed by Edward d'Anna.
15 National Radio Forum from Washington: Prominent speakers.

SATURDAY-DAYTIME

Talks—Helen Chase, Winifred S. Carter, Helen Howe, Beatrice Herford and Mrs. Reilley, 10:15 A. M., over WFAF, WEEL, WJAR, WTAG, WCSH, WFL, WRG, WGY, WGR, WCAE, WFO, WWJ, WSAI, KYW, KSD, WOC, WHO, WOW.

KEY TO LOCAL PROGRAMS

- N News S Sports
O Educational T Dramatic
P Children's V Variety
feature W Comic
R Religious X On the air

MUSICAL

- M 1. Band M 6. Popular
M 2. Classical M 7. Symphonic
M 3. Dance M 8. Organ
M 4. Religious M 9. Semi-classical
M 5. Novelty M Variety

Table with columns for NEB.-WIS. (Part Time), Program by 15-minute periods, and Eastern/Central Time. Lists stations like KFAB, WOV, WPG, etc., with their respective broadcast schedules.

RADIO ACTIVITIES FORETELL PROSPERITY

(Continued from page 3)

Other program sponsors who have definitely renewed their contracts for the new year include the manufacturers of Chase and Sanborn coffee; of Iodent tooth paste (assuring the continuation of radio's "Big Brother Club"); the Bristol-Myers Company, which means the Ipana Troubadours and the Ingram Shavers; the Procter & Gamble Company and the Heinz Company, the NBC announcement said.

Another important renewal, from the listener standpoint, is that of the RCA Radiotron Company, which not only affixed a signature to a dotted line, but changed its broadcast schedule to a twice-weekly basis with an entirely new show. Such stars of the radio heavens as Welcome Lewis and William Merrigan Daly are heard in this series, to say nothing of Arthur "Bugs" Baer, well-known humorist.

Just to show their disbelief in anything resembling an economic depression, the Pepsi-Cola Company several months ago signed an option on an NBC broadcasting contract for five years. This arrangement runs into millions and guarantees Amos 'n' Andy for the microphone.

About the same time the American Tobacco Company was not only going through the formality of a new contract, but was buying two additional hours of NBC time. During 1931 B. A. Rolfe and his dance orchestra have three dates every week with radio listeners all over the United States.

The Atwater Kent Hour is another program that is assured for months to come, as are most of the other outstanding programs on the air, NBC officials say.



FLOYD GIBBONS' LATEST

Dozens of letters have been received asking when Floyd Gibbons is on the air. Turn to page 10, the red figure 8's at 9:30 indicate stations carrying him in adventure stories on Sunday nights. On page 46, red figure 3's indicate General Electric Hour (Saturday nights from 9 to 10), during which Floyd Gibbons tells of adventures in science.

"RADIO'S 'SWAN' SONG-STER"

(Continued from page 13)

lines (if he was a dancing star), and in payment received a ham sandwich—without mustard.

Be that as it may be, I still insist that I was wrong, for versatility brought its own reward, and the law of compensation did its stuff. To-day, while ye actor who only "acts" appears in one or two productions per week, Swan appears in twenty.

There are lots of actors—it's surprising how many people come from all points of the compass, firmly convinced that they are God's gift to radio—and verily many call, but few are chosen—but there's only a few versatile. The answer is that, openly or incognito, the ether finds Mr. Swan disturbing its waves often three or four times a day. The "Jack of all" practices his "trades" in "Arabesque," "Flying Stories," "Showboat," "Nit Wits," "Land o' Make Believe," "Show Folks," and a lot of etceteras. If you've listened to radio, you've heard Harry Swan. There are few sketches with more than six actors in the cast—if you hear ten, the other four are Harry Swan.

Yea, the Jack of all trades has come into his own. Versatility has become a Golconda. He's got a bank-book now, and this Christmas nearly every kid from the battery to the Bronx received a present from "Uncle Harry." May he never sing his "Swan" song. Radio needs more like him.

THE "TWO TROUPERS"

(Continued from page 29)

"And weakly enough I replied: 'I could inhale a few groceries. What have you to offer?'"

"Delilah had won; the sketch could be 'cut'; but sometime later past discipline would not be ignored, and I ventured this time right into the script:

"'Now, I was thinking we could be waiting in a railroad station and it is cold . . .'"

"But Marcella was staging a real revolt. Said she: 'Cold? What's cold? Oh, you mean the sketch. Yes, it could be cold. That reminds me, Helene, do you think that pot of hanging ivy should be left near the window?'"

"'Maybe,' thought I, 'I'd best let the tide have its sway.' And so on and on into the afternoon. At last I made the final attempt:

"'Marcella,' I burst forth, 'for the last time, I insist that we get started on that script. We've wasted the entire afternoon. Get the typewriter and we'll start.'"

"'Oh, Helene! It's after four o'clock and you've got to catch the 4:18 if you want to keep that five-o'clock date in New York!'"

Verily, "heroes are made, not born."

ACROSS THE BORDERS

In response to requests for more powerful stations near our borders, we list those having at least 1,000 watts:

KCY.	CALL	LOCATION
590	XFI	Mexico City, Mex.
600	CMW	Havana, Cuba.
640	XFG	Mexico City, Mex.
670	XEB	Mexico City, Mex.
690	CJSE, CKGW, CPYR	Toronto, Can.
730	XEN	Mexico City, Mex.
730	CKAC, CHYC, CNRM	Montreal, Can.
730	CMK	Havana, Cuba.
780	CKY, CNRW	Winnipeg, Can.
780	XED	Reynosa, Mex.
840	CKLC, CNRD	Deer River, Alta.
920	HHK	Port au Prince, Haiti.
960	CFRB, CNRX	Toronto, Can.



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SATURDAY

January 3, 10, 17, 24, 31

CHAIN PROGRAMS

January 3, 10, 17, 24, 31

SATURDAY

Table with columns for ALA.-MO. (Part Time), Program by 15-minute periods, and station call letters. Rows include stations like CKGW, CFRB, WAPI, WBRC, etc.

Red symbols denote NBC; black symbols denote CBS

E. S. T. 10 to 11 P. M. C. S. T. 9 to 10 P. M.

1 B. A. Rolfe and His Lucky Strike Orchestra Dance music.

4 Chicago Civic Opera

1 Hank Simmons' Show Boat Old-time melodrama.

E. S. T. 11 to 12 P. M. C. S. T. 10 to 11 P. M.

2 Jack Denny and His Hotel Mount Royal Orchestra CBS. Music from Montreal.

3 Guy Lombardo and His Royal Canadians CBS. Dance Music from New York.

2 Troubadour of the Moon Lanny Ross, tenor, with string trio.

3 Dance Music NBC, from New York.

5 Slumber Music String ensemble; director, Ludwig Laurier.

6 Pepsodent Program Amos 'n' Andy.

SATURDAY-DAYTIME

New York Philharmonic Over CBS Network.

Children's Concerts, 11 A. M., on January 24 and 31.

Young People's Concert, 11 A. M., on January 10.

Fridays from 4 to 5 P. M., E. S. T. NBC is broadcasting outstanding plays of all time with famous artists in leading roles.

KEY TO LOCAL PROGRAMS

- N News S Sports
O Educational T Dramatic
P Children's V Variety
feature W Comic
R Religious X On the air

MUSICAL

- M 1. Band M 6. Popular
M 2. Classical M 7. Symphonic
M 3. Dance M 8. Organ
M 4. Religious M 9. Semi-classical
M 5. Novelty M Variety

Table with columns for Program by 15-minute periods, NEB.-WIS. (Part Time), and station call letters. Rows include stations like KFAB, WOV, WPG, etc.

# Handy Index to Major Evening Programs of NBC and CBS



**Happy Man**—Shay, waiter, find my hat.

**Waiter**—It's on your head, sir. "Don't bother, then; I'll look for it myself."—*London Answers.*

That ninety-year-old New Jersey man who says he hasn't drunk a bit of water for forty years might be surprised if he knew how much of the stuff they are putting into the milk and moonshine nowadays.

**Paul**—Ah cain't stan' up; mah corns hurt so.

**Al**—Why don't yo' do sumpin' foh 'em?

**Paul**—Da ain' nevah done nuthin' foh me—why should ah do sumpin' foh dem?

It was customary for the congregation to repeat the twenty-third Psalm in unison, but invariably Mrs. Spielfast would keep about a dozen words ahead of all the rest. "Who," asked a visitor of an old church-member one Sunday, "was the lady who was already by the still waters while the rest of us were lying down in green pastures?"

"George, dear, are there any fashions in that paper?"

"Yes, but they're out of date—it's the morning paper."—*Elmira Beacon Light.*

**Waitress**—Hawaii, gentlemen! You must be Hungary.

**First Man**—Yes, Siam. And we can't Rumania long, either. Venice lunch ready?

**Waitress**—I'll Russia to a table. Will you Havana?

F. M.—Nome. You can wait on us.

**Waitress**—Good! Japan the menu yet? The Turkey is fine.

F. M.—Anything at all. But can't Jamaica little speed?

**Waitress**—I don't think we can Fiji that fast, but Alaska.

F. M.—Never mind asking any one! Just put a Cuba sugar in our Java.

**Waitress**—Sweden it yourself! I'm only here to Servia.

F. M.—Denmark our bill and call the Bosphorus. He'll probably Kenya. I don't Bolivia know who I am.

**Waitress**—No! and I don't Caribbean. Youse guys sure Armenia.

**Boss**—Samoa you wisecracks, is it? Don't Genoa customer is always right? What's got India? Do you think maybe this arguing Alps business?

**Customer**—Canada racket! 'Spain in the neck.



Atwater-Kent, NBC, Sun. 9:15.  
 Around the Samovar, CBS, Sun. 10:30.  
 A. & P. Gypsies, NBC, Mon. 8:30.  
 Armour Program, NBC, Fri. 9:30.  
 Armstrong Quakers, NBC, Fri. 10.  
 An Evening in Paris, CBS, Mon. 9:30.  
 Arco Birthday Party, NBC, Thur. 9.  
 Arabesque, CBS, Mon. 8:30.  
 Amos 'n' Andy, NBC, daily, 7, 11 and 11:30.  
 American Maize Program, CBS, Mon. 10:30.  
 Adventures of Polly Preston, NBC, Tues. 7:45.  
 Adventures of Sherlock Holmes, NBC, Mon. 10.  
 A. S. Beck Brevities, CBS, Thur. 7.  
 Anheuser-Busch, CBS, Mon. 7:45.  
 Aunt Lulu's Adventures, NBC, Thur. 8.

Back Home Hour, CBS, Sun. 11.  
 Backstage Program, NBC, Tues. 8.  
 Back of the News in Washington, NBC, Wed. 7:45.  
 B. A. Rolfe and Lucky Strike Orchestra, NBC, Tues. 10:15 and Sat. 10.  
 Black and Gold Room Orchestra, NBC, daily, 9:05, Fri. 6:30, Sat. 8:15.  
 Brownbill Footlights, NBC, Fri. 7:45.  
 Womas Orchestra, NBC, Tues. 7:15.  
 Bu Square Motor Club, CBS, Sun. 10:30.  
 Billiken Pickards, NBC, Tues. and Sat. 7:45.  
 Bemie Laddies, NBC, Tues. 7:45.  
 Bill Schudi's Going to Press, CBS, Wed. 6.  
 Barbasol, CBS, Mon. and Tues. 8:15.

Catholic Hour, NBC, Sun. 6.  
 Colonial Beacon Lights, NBC, Mon. 7:30.  
 Camel Pleasure Hour, NBC, Wed. 9:30.  
 California Melodies, CBS, Wed. 11:30.  
 Cities Service Orchestra, NBC, Fri. 8.  
 Clignot Club Eskimos, NBC, Fri. 9.  
 Collier's Hour, NBC, Sun. 8:15.  
 Cuckoo, NBC, Tues. 10:30.  
 Crime Prevention Program, NBC, Fri. 10.  
 Carthusianum Program, CBS, Sat. 9.  
 Chase and Sanborn Choral Orchestra, NBC, Sun. 8:30.  
 Gmesheburg Real Folks, NBC, Mon. 9:30.  
 Coca Cola Top Notchers, NBC, Wed. 10:30.  
 Canaan Pacific Musical Crusaders, NBC, Sun. 4:15.  
 Cadian, Dr. S. Parlies, NBC, Sun. 4.  
 Collez, Memories, NBC, Fri. 7:15.  
 Careless I've, NBC, Sat. 8:30.  
 Chicago Civic Opera, NBC, Sat. 10.  
 Columbia's Radio Column, Mon. 11:15.  
 California Male Chorus, Sun. 8:15.  
 Current Events, CBS, Mon. 7.  
 Central Savings Serenaders, CBS, Wed. 7:15.  
 Cook's Travel Series, NBC, Sun. 6:30.

Dixie Circus, NBC, Sat. 8.  
 Dutch Masters Minstrel, NBC, Sat. 9:30.  
 Detective Story Magazine, CBS, Thur. 9:30.  
 Death Valley Days, NBC, Tues. 9:30.  
 Dixie Echoes, CBS, Sat. 8.  
 Davey Tree, NBC, Sun. 5.  
 Dixie Ellington and Orchestra, NBC, Tues. 11, Thur. 11:30.  
 Detroit Symphony, CBS, Wed. 10.  
 Dunlap Orchestra, NBC, Thur. 9:15.

Empire Builders, NBC, Mon. 10:30.  
 Eskimo Pie Program, CBS, Wed. 7:45.  
 Evangeline Seder, NBC, Sat. 9.  
 Evangeline Adams, CBS, Mon., Wed. and Fri. 7:30.  
 Early Bookworm, CBS, Tues. 7:45.  
 Enna Jettick, NBC, Tues. 10 and Sun. 8.  
 Eno's Effervescence, CBS, Daily (except Mon.) 6:45.  
 Evening, NBC, Sun. 10.  
 El Tango Romantico, NBC, Wed. 8.

Friendly Five Footnotes, NBC, Thur. 7:45.  
 Fifteen Minutes in Nation's Capital, NBC, Mon. 8:15.  
 Fifth Avenue Knights, NBC, Wed. 7:45.  
 General Motors, NBC, Mon. 9:30.  
 Gold Medal Fast Freight, CBS, Wed. 9.  
 Graybar's, "Mr. and Mrs.," CBS, Tues. 10.  
 General Electric Hour, NBC, Sat. 9.  
 Golden Hour of the Little Flower, CBS, Sun. 7.  
 Gloria Gay's Affairs, NBC, Wed. 6:30.  
 Grand Opera Miniatures, CBS, Fri. 6.  
 Green Town Crier, CBS, Mon. and Fri. 7:15.  
 Guy Lombardo and Orchestra, CBS, Wed. 11 and Sat. 11:30.  
 Gauchos, CBS, Sun. 8:45.  
 Gypsy Trail, CBS, Tues. 10:15.  
 George Simons, NBC, Tues. 6.

Harbor Lights, NBC, Sun. 7.  
 Henry-George, CBS, Tues. 8.  
 Happy Wonder Bakers, NBC, Tues. 9:30.  
 Halsey Stuart Program, NBC, Wed. 9.  
 Hamilton Watch, CBS, Thur. 8:45.  
 Hank Simmons' Showboat, CBS, Sat. 10.  
 Howard Dandies, CBS, Sun. 6:30.  
 How's Business, NBC, Mon. 8.  
 Highroad of Adventure, NBC, Tues. 8:45.  
 Intervenor Pair, NBC, Fri. 9.  
 Jodent Big Brother Club, NBC, Sun. 7.  
 Ipana Troubadours, NBC, Mon. 8:30.  
 International Broadcast, CBS, Sun. 12:30.

Jameess, NBC, Sat. 6.  
 Jack Frost's Melody Moments, NBC, Thur. 9:30.  
 Knox Orchestra, NBC, Thur. 9.  
 Kaffee Hag Program, NBC, Sun. 10:30.  
 Kaiterborn News, CBS, Sun., Tues. and Thur. 8:30.  
 La Palma, CBS, Wed. 9:30.  
 Literary Digest, NBC, daily, 6:45, and CBS, daily, 8.  
 Le Trio Morgan, NBC, Fri. 8:30.  
 Lutheran Layman's Program, CBS, Thur. 10.  
 Laws that Safeguard Society, NBC, Tues. 7:15.  
 Luden Balalalka Orchestra, NBC, Wed. 8:30.  
 Leslie Frick, NBC, Thur. 6.  
 Landt Trio and White, NBC, Thur. 8:15.

Major Bowes' Family, NBC, Sun. 7:30.  
 Mormon Tabernacle, NBC, Mon. 6:15.  
 Maytag Orchestra, NBC, Mon. 9.  
 Mobiloil Concert, NBC, Wed. 8:30.  
 Mid-week Federation Hymn Sing, NBC, Thur. 7.  
 Maxwell House Melodies, NBC, Thur. 9:30.  
 My Bookhouse Story Time, CBS, Mon., Wed. and Fri. 8:30.  
 Margaret Olsen, NBC, Sun. 6:15.  
 Muriel and Vee, NBC, Wed. 9.  
 Majestic Curiosity Shop, CBS, Sun. 9.  
 Musical Aviators Orchestra, CBS, Mon. 11, Tues. 7:15, Wed. 7, Fri. 11.  
 Moon Magic, NBC, Tues. 8:30.  
 Music Appreciation Hour, NBC, Fri. 11 A. M.

Niagara Hudson, NBC, Thur. 7:30.  
 Nit-Wh Hour, CBS, Mon. 10:30.  
 Natural Bridge Program, NBC, Fri. 8:45.  
 New York Philharmonic Orchestra, CBS, Sun. 3.  
 National Surety's Secret Cases, NBC, Wed. 7:15.  
 Nettle Chocolaters, NBC, Fri. 8.  
 Neece Surprise Party, CBS, Sat. 7:30.  
 National Religious Service, NBC, Sun. 5.  
 National Youth Conference, NBC, Sun. 3.  
 National Security League, CBS, Tues. 6.  
 National Radio Forum, CBS, Sat. 9:30.

Poet's Gold, CBS, Thur. 8.  
 Pure Oil Orchestra, NBC, Tues. 8.  
 Palmolive Hour, NBC, Wed. 9:30.  
 Philco Symphony, CBS, Tues. 9:30.  
 Paramount Publix Hour, CBS, Tues. 10:30.  
 Premier Salad Dressers, CBS, Tues. 8:45.  
 Political Situation in Washington, CBS, Tues. 7.  
 Phoenix Hosiery Program, CBS, Fri. 10:45.  
 Pennzill Pete, NBC, Sun. 10:15.

Quaker Oats, NBC, daily, 7:30, except Sat.  
 Roxy Symphony Orchestra, NBC, Sun. 2.  
 Russian Cathedral Choir, NBC, Sun. 11:30.  
 Reminiscences, NBC, Sun. 11:30.  
 Roxy and His Gang, NBC, Mon. 7:45.  
 Robert Burns Panatela, CBS, Mon. 10.  
 Rudy Vallee, NBC, Thur. 8.  
 R-K-O Hour, NBC, Fri. 10:30.  
 Rainbow Revels, CBS, Wed. 10 (monthly).  
 Rise of the Goldbergs, NBC, Mon. 6.  
 Raising Junior, NBC, daily (except Mon.), 6.  
 Radio Luminaries, NBC, Wed. 7:30 and Sun. 11.  
 Royal Hours, CBS, Sun. 10.  
 Rhythm Choristers, CBS, Fri. 10:30.  
 Radiotron Varieties, NBC, Wed. and Sat. 8:15.  
 Radio Guild, NBC, Fri. 4.

Studebaker Champions, NBC, Sun. 10:15.  
 Sunday at Seth Parker's, NBC, Sun. 10:45.  
 Sam Herman, NBC, Sun. 11:15.  
 Stromberg-Carlson, NBC, Mon. 10.  
 Socoonland Sketches, NBC, Tues. 7:30.  
 Stump Music, NBC, daily 11.  
 Savannah Liners Orchestra, NBC, Tues. 6:15.  
 Silver Flute, NBC, Sat. 7:30.  
 Symphonic Rhythm Makers, NBC, Mon. 10:30.  
 South Sea Islanders, NBC, Sun. 9:15.  
 Science, NBC, Wed. 7:15.  
 Spotlights in Drama and Literature, NBC, Fri. 7.  
 Salon Singers, NBC, Sat. 8.  
 Semi-Flex Program, CBS, Mon. 6:45.  
 Savino Tone Pictures, CBS, Sun. 9:30.  
 Susan Steel, NBC, Mon. 6:45.  
 School of the Air, CBS, 2:30 School Days.

Three Little Sacks, CBS, Sun. 5:45.  
 Tastyest Jesters, NBC, Mon., Thur. and Sat. 7:15.  
 True Story Hour, CBS, Fri. 9.  
 Troubadour of the Moon, NBC, Sat. 11.  
 Three Mustachios, NBC, Tues. 7:15.  
 Tom, Dick and Harry, CBS, Sat. 6.  
 Three Bakers, CBS, Mon. 9.  
 Tuschel Seidel, CBS, Wed. 8:30.  
 Two Trouters, NBC, Wed. 9:15.

Uncle Abe and David, NBC, Wed., Thur., Fri. and Sat. 6:45.  
 Under the Jolly Roger, NBC, Fri. 10:30.  
 U. S. Marine Band, CBS, Wed. 8.  
 Vincent Lopez, BC, Tues. 11:30, Wed. and Fri. 11.  
 Victor Herbert Series, NBC, Thur. 10.  
 Vagabonds, CBS, Mon. 7:15, Tues. 6:45, Fri. 7:45.  
 Voice of Columbia, CBS, Mon. 8.  
 Voters' Service Program, NBC, Tues. 7.  
 Vikings, NBC, Wed. 7:15.



**J. W. WILLIAMS**, production man at CBS, can boast of experiences that would prove savory to the most adventurous soul. Following his graduation from Leland Stanford University, the brilliant record begins. There was first a business assignment of railroading in northern China, then work in Russian oil-fields. This man's history next unfolds in the interior of Uruguay, where we find him prospecting for gold and cured of malaria by Yaqui Indians. He punched cattle in the Argentine; fought with Carranza in Mexico; was captured with nine other men by the Villaistas and sentenced, with them, to be shot. Lined up against the wall, there was a desperate break for life and liberty, resulting in Williams, with six others, escaping and losing themselves on the Jose Desert. Service throughout the World War made of this modern Jason a major of aviation. As a pioneer in the radio field, Mr. Williams has served Stations WMAQ, WJZ, WGN, KDKA, and now CBS.









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