

Long Wave
Short Wave
News Spots
& Pictures

MICROPHONE

THE ORIGINAL U.S. RADIO NEWSPAPER

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Published Weekly

This and That
By Morris Hastings

Fraudulent Radio Advertising Under Direct Federal Government Attack

Radio Time All Filled For Fall

New and Old Programs to Be Presented

With the coming of Fall, radio will fill its program time to capacity, many of the familiar programs returning to the air for another season as well as new sponsored programs.

Both networks are so filled up for time that they have been turning down sponsors who were looking for choice evening spots.

The Radio Explorers Club, which was announced as a new series in *The Microphone* several weeks ago, heads the list of features returning and those coming for the first time to the NBC networks. This program, featuring some of the world's outstanding explorers, will be heard beginning Sunday, August 19, at 10 P. M. over the WJZ network.

DENNIS KING, long a star of the stage and movies, comes to the air over the same network for a series of weekly programs. He will be supported by LOUIS KATZMAN'S Orchestra and will be heard each Wednesday at 10 P. M. The first program will come on August 22.

The Adventures of BILLY BACHELOR is an old friend of listeners which will make a come-

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Goldbergs Rise From Club Play

A small, quiet-spoken, pleasantly plump woman chuckled as she reminisced over the early days of her brain-child, the ever popular "Goldberg Family."

"It really was funnier than anyone could ever imagine. In the first place, I never dreamed of writing the sketch for radio. It was to be a one-act play for a club performance," explained Mrs. Berg in an exclusive interview with *The Microphone*.

"But a friend insisted that I try placing it with the radio people. Five years ago radio didn't seem like a very good proposition, and it took plenty of urging to get me around to see the radio men about so small an item."

"I tried a few stations without success. Finally I entered NBC with the firm conviction that this would be the last station I would try. NBC read my 500-word skit and wished to see another of the same type," continued Mrs. Berg.

"As I had written nothing further, I wrote another skit of the same length that evening. They like it and gave me a weekly sustaining program."

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The Author



Mrs. GERTRUDE BERG, author of the "Rise of The Goldbergs." Her popular radio troupe is now making a vaudeville tour while on vacation from radio.

Mrs. BERG explained that at that time she knew nothing about radio or script writing for radio. But the director of plays for NBC informed her she would have to write about 1500 words for each broadcast. If he had told her sooner she would not have had to rush to the 42nd Street Library to lengthen her first radio offering. Then she hurried back to the studio, just in time to put her skit on the air.

For two years "The Goldbergs" went on the air once every week. And Mrs. BERG was happy, although other radio performers could not understand her reason

(Continued on Page 3)

Crude Lies Barred From Ether Waves

By The MICROPHONE'S Special Washington Correspondent

War has been declared by the government on fraudulent radio advertising.

The Federal Trade Commission is co-operating with the new Federal Communications Commission in policing radio broadcasts.

HAMSON GARY, chairman of the radio division of the Communications Commission, said some radio advertisers have been getting away with crude misrepresentation.

Radio stations were warned by the Federal Trade Commission to submit their programs for inspection. EOWY L. DAVIS, Trade Commissioner, said:

"Most stations have co-operated to the fullest, but those who have not and do not may expect that we shall keep especially close watch on them, and that the Communications Commission will likewise be kept fully informed of the situation."

DAVIS had charge of the Trade Commission's campaign to clean up newspaper and periodical ads. He was largely instrumental in starting that campaign and is now turning to radio, with a view to keeping its advertising on a high plane.

The Trade Commission recent-

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Mr. HASTINGS

university as well as a purveyor of entertainment.

Authorities on their subject lecture, care being taken to make sure that the presentation is not dull or condescending.

As for music, Mr. BLIVEN estimates that the quality of performance is about the same in England and America.

However, English audiences hear full-length concerts, not 15-minute snatches.

But what appeals to the author particularly, as indeed it does to the greater part of radio listeners, is the complete absence of advertising—"nauseous advertising" is his phrase for it.

Whenever the question of government control of radio is so much as whispered, someone inevitably brings up the subject of censorship.

But radio censorship is, I

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Radio For Motorcycles

By The MICROPHONE'S Special Washington Correspondent

The Washington police traffic bureau is experimenting with a new type of radio receiver designed for use on motorcycles.

Results of the test will determine whether the whole mounted patrol will be radio equipped.

Only motorcycles with side cars have been carrying radio equipment.

A tiny receiver was mounted on the handlebars of one of the police motorcycles. Should the test be successful, radio will have made another contribution to law enforcement, officials pointed out.

Hill To Return

EDWIN C. HILL again will be heard in a thrice weekly program of "Human Side of the News" broadcast over the WABC-Columbia network beginning on Monday, September 17 at 8.15 P. M.

News Flashes WEEKDAYS

- A.M.
- 10.30 WEAF Network: WEEI WGY WSM WFLA WSB
 - WABC Network: WCAU WHAS WPG KMOX WBBM WCCO WJSV
 - 10.45 WJZ Network: WEZ WHAM KDKA WLW WBAL
- P.M.
- 6.30 WEAF Network: WEEI WGY WSM WFLA WSB
 - WABC Network: WCAU WHAS WPG KMOX WBBM WCCO WJSV
 - 7.15 WJZ Network: WEZ WHAM KDKA WLW WBAL
- SUNDAYS
- A.M.
- 11.00 WEAF Network: WEEI WGY WSM WFLA WSB
 - WJZ Network: WEZ WHAM KDKA WLW WBAL
- P.M.
- 11.30 WEAF Network: WEEI WGY WSM WFLA WSB
 - WJZ Network: WEZ WHAM KDKA WLW WBAL
- [Important news is given over these stations, generally on the hour and half hour.]

Telegraph By Air Extended

By The MICROPHONE'S Special Washington Correspondent

Radio telegraph service with 12 American cities, countries of Europe and South America and ships at sea has been opened by the International Telephone and Telegraph Company.

Launching the service, FRANK C. PAGE, vice president of the company, gave a luncheon in Washington. Admiral LUKE McNAMEE, U. S. N., retired, vice president of the Mackay Radio and Telegraph Company, attended.

Six of the seven members of the new Federal Communications Commission were present. Messages were sent to and replies received from Madrid, Spain; Argentina, a ship at sea, San Francisco, and other points.

Nanty Garner On NBC

NANCY GARNER, cousin of the Vice President, now is featured in the Morning Parade program at 11 o'clock over NBC-WEAF.

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Radio Listeners Make War On "Radio Echoes"—May Be Sun Spots

Phenomenon Is Perplexing To Scientists

By *The MICROPHONE'S Special Washington Correspondent*

Heavy thinkers in the art of radio broadcasting are out to catch "radio echoes."

An international attack on the problem has been launched.

Listeners all over the world are being enlisted to cooperate in a war on the perplexing phenomenon.

Two European radio stations and the United States Bureau of Standards are promoting the investigation.

The British Broadcasting Corporation, through station GSB, Daventry, England, and HBL, Geneva, operated by the League of Nations, will broadcast special signals and radio scientists and amateurs in remote corners of the earth will check reception of the signals, time the echo following each signal. The echoes usually follow from one to 30 seconds after the signal.

Perhaps the aurora borealis, Northern Lights, magnetic storms and sun spots have something to do with causing radio echoes, scientists say. They want to know.

Dr. J. H. DELLINGER, chief of the Bureau of Standards radio laboratory, has requested listeners who receive long delay echoes in the United States to report to him.

GSB will transmit the special signals on 6.5 to kilocycles, with a tone modulation of 1,000 cycles per second, each Sunday, Tuesday and Thursday from 3.25 to 3.55 A. M., Eastern Standard Time.

Signals from HBL are on 6,675 kilocycles unmodulated continuous waves each Sunday, Wednesday and Friday from 6 to 6:30 A. M., Eastern Standard Time.

The "Goldbergs" Started at Top

(Continued from Page 1)

for being self-satisfied. They told her she should sell her skit; take it out of the "sustaining" field and make it a "commercial" program.

The NBC spoiled all this. They told her to appear for an audition one evening. But on that evening Mrs. BERG was going to a social affair and told them that she had to have her hair waved before she could audition. She hadn't the slightest idea what an "audition" might be.

"Just like a woman to have a hair-dressing appointment at the greatest moment of her life!" shouted the director of plays.

Then they explained that she was going to be given a commercial account. The hair-dresser waited, and Mrs. BERG became nationally famous.

Mrs. BERG is the mother of two children. One is aged 12 and the other nine. She has been married for 15 years to Mr. BERG, who is a chemist. Mrs. BERG wrote plays and magazine articles before her radio career.

When asked by a visitor why her radio husband whined so much, she replied:

"Men are always such cry babies. Why should we be different when treating a husband on the radio? They are the same on or off the air."

Drama Puts Nellie Revell 'On Spot'; She Turns To Radio

Radio's Policies are Different from Theatre's

By *NELLIE REVELL*

THE POOR old drama, being in the doldrums the last few years, put me on the spot. I found myself floundering about in an open-and-shut season—that is, open today and shut tomorrow.

The theatre, the ailing arm of amusements, seemed to wither as the Winter waned. Radio, the erstwhile enfant terrible of entertainment, beckoned and I responded.

And I'm mighty glad I did.

My air adventures have been happy, starting with my audition. I appeared at the offices of the National Broadcasting Company, New York, and was so courteously received that I felt that the studio attaches must be laboring under a misapprehension as to my identity. Surely, I said to myself, these people must mistake me for M. H. AYLESWORTH'S mother.

But I soon learned that radio is operated on a policy the direct opposite to that of the theatre, and with which I was familiar. The aspirant for radio work is cordially welcomed and everything possible is done to stimulate her best efforts.

The difference between a theatrical tryout and a radio audition is as marked as the stripes on a movie convict's suit.

When I went into the studio only the announcer, the production manager and the control operator were present. (The hiring squad were out of sight in another room where a loudspeaker brought them the proceedings.)

My experience the night of my first appearance on the ether will live in my memory of happy events. I require a chair with arms, being most uncomfortable in any other, and this was provided, not grudgingly, but cheer-



NELLIE REVELL, famous press-agent who now conducts a series of weekly interviews over the NBC networks. The sketch is by JAMES MONTGOMERY FLAGG.

fully. When it was observed that I had to sit at a table, I was given a desk-mike, a script rack, a drop light, a pitcher of water and drinking glasses.

The signal flashed, and before I knew it, I was before the fifth estate—the great audience of listeners. It is no use saying that I wasn't nervous, for I was.

I thought when I left the hospital a few years ago I was through with ether for life. But again I found myself taking it, and it was the first time I was really afraid of it. It was the first time, however, that I had ever taken it through a mike.

I think the environment of the studios has a great deal to do with the success and popularity of radio entertainers. After 6 P. M. the announcers are immaculate in evening attire.

The finest courtesy and consideration prevail from the moment the footman opens the door of your car at the sidewalk. The elevator attendant who whisks you to the studio floor, the hostess who receives you at the desk, the page who escorts you to the broadcasting room and the production man who greets you there—all are models of propriety.

Yet it is all done so gracefully and naturally that the

She Hears Feminine Voices Lack Authority

thought of staging or window-dressing never occurs to you. Rather, you get the impression that your appearance on the air is the one great, big, outstanding feature of the week and that all the resources of the mighty National Broadcasting Company are at your disposal to make it so.

My work on the radio is exploitation. After having press-agented everything from a three-headed calf with the circus to a big-headed baritone with the opera, I feel I am merely following the trend of the times when I extend my operations to the air. I talk about personages—radio, stage, screen, political, social or what-have-you?—and relate inside, human-interest facts about the great and the near great.

I am in a field where few of my sex venture. Why, I am at a loss to know, for women are natural-born talkers.

Some students of the situation claim it is because feminine voices lack a certain quality of authority which men possess.

Bruce Bliven Approves the British Radio

The radio, in England, is a semi-governmental monopoly, BRUCE BLIVEN writes in *The New Republic*.

The British Broadcasting Company, created by the state, furnishes all broadcast material, deriving its revenue partly from an annual tax of \$2.50 on each radio receiving set, partly, when necessary, from direct government subvention.

Because of the country's small geographical area, there are but a few stations; a reasonably good receiving set can get them all, and European stations at least as far as Moscow, as well.

Nothing of a commercial character is permitted to be broadcast. No one can possibly buy time on the air, under any circumstances, to advertise his bunion cure or laxative or any of the other products whose merits are so glibly described nightly in sixteen million refined American homes.

From time to time, someone comes forward to suggest that it would be well for America to adopt the British system. This always throws American broadcasters into a lather, from which they emerge observing that since British broadcasting is a government monopoly, it is subject to censorship such as freeborn Americans would not tolerate.

They add that British broad-

(Continued on Page 13)

Get on the Manhattan Merry-Go-Round!

every **WEDNESDAY**

Evening at **10:30**

over **Station WEEI**

a thirty minute joy ride into the playground of modern melody—

The MANHATTAN MERRY-GO-ROUND

presented by the makers of **DR. LYON'S TOOTH PASTE**

A Simple Address



TIM RYAN and IRENE NOBLETTE, whose "TIM RYAN'S Rendezvous" programs over the NBC networks brought them more than 50,000 letters, recently received some mail addressed simply: "How Ya Boys, New York."

Radio Lane

By Jimmy J. Leonard

AMOS 'n' ANDY are terrifically popular with a large group of gangster gamblers. For lo, these many, many months a syndicate has been formed to take bets placed on these two individuals' voices and the voices they originate.

The bets are made on who will speak the opening sentence on each broadcast; who will be the first character introduced, and whether AMOS will utter his "Check a n d double," etc.

Now that they are off the air, "the poor man's tax" has been switched to other radio comedians.

But evidently the public has become so attached to the colored imitators that they will not place many bets. Consequently when the boys return to the air "the syndicate" expects the stakes to be far greater than before. Just another new racket for another new crop of suckers.

Although you may not think so, it is far cheaper to broadcast that Sunday oil show from abroad than it is to whisk WALL ROGERS' voice from California.

In the first place, salaries in the old country are very low. (The highest paid star for the London singing was \$350.)

Then the program is not shot through telephone wires, thus escaping line charges. The foreign program costs but half that of ROGERS from Hollywood.

The LANDT Trio and WHITE are picked up by taxi to take them to their broadcast. They have a taxi company commercial.

Tis ROSALINE GREEN who talks for ANNETTE HANSHAW on the Showboat spot.

Incidentally, Miss HANSHAW is the girl who stamps so when she sings. She's made to stand on a thick carpet.

Comes a Providence letter telling us that our good baritone, TONY RUSSO, of WEAN, has made a local killing during his LOEW's State appearance.

Also MAURY LOWE, the WEAN announcer, is going over great with the housewives when he spouts that poetry-reading business. And it's the mat and ring shows that draw the dials to JOE FAY when he gets warmed to the subject.

The singing femmes in line for that contest, "Hollywood Hotel," will bid for honors soon. The newest arrival to enter the race is Miss LESLIE BLAKE, JACK DENNY's society voice winner.

She'll compete with the hard-working ALICE O'LEARY, who has an excellent leg in the poll.

RALPH KIRBERRY, the WEAF baritone, is going to sing once more over the Lanc. He'll start on the anniversary of his first network appearance, September 6.

WABC sends out a very peculiar noise at five seconds past 5 P. M. to check up on the outlet's timepieces.

When you say WENTWORTH PRESCOTT CANN, WHDH's champ announcer, you cover a distinguished genealogy. The WENTWORTHS were mathematicians to such extent that CANN's great-grandfather is the author of most of your children's school algebra books.



WENTWORTH P. CANN

THE ORIGINAL U.S. NEWS PAPER MICROPHONE

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Publisher, JOHN K. GOWEN, Jr. Business Manager, PHILIP N. HOBSON Editor, G. CARLETON PEARL Managing Editor, MORRIS HASTINGS

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

Telephones (connecting all departments) LAfayette 2860 and 2861.

Frank Knox Speaks

PERHAPS the outstanding radio address in months is announced for 7.30 P. M., Monday, August 20th, over the NBC-WJZ network.

Colonel Frank Knox, publisher of the Chicago Daily News, is the speaker. His subject is "Business—Free or in Chains?"

Colonel Knox is one of the few public speakers left who reminds us that this is a free country. Independence of thought and outlook characterizes him. Formerly General Manager of the Hearst newspapers, Colonel Knox has been described as the ablest newspaperman in this country. At least twice he has refused to become chairman of the Republican National Committee.

The MICROPHONE has no idea what Colonel Knox is going to say. But it invites its readers to listen, if they are interested in a true independent voicing independent thought at a time when it is considered dangerous for anyone to do anything but eat the alphabet soup of the Administration.

Even The Echoes

RADIO advancing from the "infant industry" kindergarten, has grown so that it is now able to make war. This time, according to a report published elsewhere in this issue, radio echoes will be attacked. The onslaught is international. If readers of The MICROPHONE hear any radio echoes incapable of ready explanation, they are requested to report them to Dr. J. H. Dellinger, chief of the radio laboratory of the Bureau of Standards, Washington, D. C.

Radio Space Buyers Are Waking Up

By DICK TEMPLETON
New York Correspondent

A SPACE BUYER in an advertising agency is the fellow who decides what publication shall be used for a client's advertising, and how much or how many inches. The first thing he learns is to say "no." Later on he says, "maybe," and it takes months for him to learn to say "yes" to most space salesmen.

Now there is another thing he is learning. And that is that he can co-operate more with the stars on his radio programs if he takes advertising space in the publications which carry radio news. A number of newspapers in the United States, having devoted columns of space to tell people how to make radio sets and having watched radio develop into an industry, have chosen to play ostrich and hide from the giant they nurtured instead of using it wisely to advance their own interests.

Some of these publications handle radio news like a barber handles a razor after he has been told to make it "once over lightly." A few of them ignore radio as a factor, in American life.

Until recently, space buyers have been picking out newspapers and publications strictly on circulation alone. To them in many instances the "best" is the "biggest." And more than once the "biggest" publications and newspapers have steadfastly slighted radio news. But regardless of this fact, when space buyers bought advertising space they bought it in the papers which did not carry radio news and occasionally forgot the papers and publications carrying radio news.

This showed a foolish lack of support for the publications supporting their radio programs. They took the attitude that if they couldn't reach the readers of the non-radio paper by news, they would reach them by advertising. Then they began to realize that use of small space on a radio program was not effective.

With nothing else in the publication to center interest of radio listeners on the advertisement about the radio program, it got little or no results in building up the audience.

So then space buyers began to realize that not only were

they supporting publications which supported their own air shows, but that they got results by advertising in publications, where readers were accustomed to look for news about radio programs and artists.

Today only a few space buyers concentrate on the "biggest" papers and publications. Alert space buyers are taking space in the publications which feature radio.

The broadcasters took a good sound licking from the press of America when they pulled in their horns on news broadcasts. But to date many newspapers have failed to open their columns to radio news.

Studiosity

By Les Troy

HERE'S a story about OSSIP GABRILOWITSCH, pianist and conductor, who has been heard on the air as conductor with the Detroit and guest conductor with other symphony orchestras.

Several years ago he was giving a piano recital in a little town on the Pacific Coast. He was just the possessor of another name that couldn't be pronounced until someone discovered



FRANK BLACK

GABRILOWITSCH was pleased to find a large audience, overwhelmingly masculine.

But half-way through the program he overheard a comment that enlightened him. One man in the audience said in a stage whisper to his companion: "He may be Mark Twain's son-in-law, but he sure can play."

Our New York correspondent, ALOYSIUS GLUFFY, wires us the information that the octet which sings on the Spotlight revue on Friday evenings and is called the "Eight Gentlemen from Milwaukee," is not from Milwaukee at all. None of them has ever lived there. Furthermore, six of the eight have never been near the town. The two who did go there were on a vaudeville tour. All of them live in New York now.

And this is something we can hardly believe. EVERETT MARSHALL, opera singer, radio singer and actor, gets up early every morning and sings a whole opera before lunch.

A well-known correspondence school, which offers to teach anything from cooking to higher mathematics, approached FRANK BLACK, NBC musical director, recently, with the idea of instituting a course of home study in orchestration. FRANK says that if the subject can be taught at home he has wasted a good part of his young life riding on trains.

FRANK used to commute three times a week from Philadelphia to New York just to study orchestration under STEVE JONES.

GLUFFY also reports that ANNETTE HANSHAW, Showboat songstress, always turns her back on a visible audience when she sings. It seems that ANNETTE still gets that weak-kneed feeling from facing so many people all at one time.

There have been satires and satires on radio announcers, but the latest one, in the new BERT LAHR musical show, "Life Begins at Eight-Forty," caps them all.

And JOE COOK recently commented on the DIONNE quintuplets that have caused such a stir. "Imagine," he says, "walking the floor with five babies every night. A paternal duty? That's a major industry."

To Subscribe to The Microphone

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

(Please print)

Name.....

Street.....

City or Town.....

State.....

(Subscription \$1.50 per year, postpaid)

Monday, August 20 - Col. Frank Knox - NBC-WJZ at 7.30 P.M.

Highlights

- P.M.
- 4.30—Chicago Symphony Orchestra, NBC-WJZ
- 7.30—Col. Frank Knox, "Business—Free or in Chains?" NBC-WJZ
- 8.00—Champions, Richard Himber's Orchestra, NBC-WEAF
- 8.30—Glady's Swarthout, NBC-WEAF
- 9.00—Gypsies, Frank Parker, NBC-WEAF
- Evan Evans, CBS-WABC
- 9.30—Lud Gluskin, Henrietta Schumann, CBS-WABC
- Joe Cook and Donald Novis, Orchestra, NBC-WEAF
- 10.00—Wayne King's Music, CBS-WABC

(All programs are listed in Eastern Daylight Saving Time, Eastern Standard Time is one hour earlier; Central Time is two hours earlier.)

- 6.45 A.M. EDT; 5.45 EST; 4.45 CT
- Tower Health Exercises, WEAF WEEI WGY, 1 h.
- 7 A.M. EDT; 6 EST; 5 CT
- Prayer, WLW
- Musical Clock, WJZ KDKA, 1 h.
- 7.30 A.M. EDT; 6.30 EST; 5.30 CT
- Yoshiki Hiroaka, xylophonist, WJZ Organ Review, WABC
- Top of the Morning, WLW, 30 m.
- 7.45 A.M. EDT; 6.45 EST; 5.45 CT
- Follock and Lavenhust, WEAF WGY Train Doctor, WEAF
- Jolly Bill and Jue, WJZ
- 8 A.M. EDT; 7 EST; 6 CT
- Organ Rhapsody, WEAF, 30 m.
- E. B. Rideout and Current Events, WEEI Musical Check, WGY, 30 m.
- Morning Devotions, WJZ WBZ KDKA Prayer, WLW
- Lyric Serenade, WABC WCAU
- Wozound Echoes, WPG
- 8.15 A.M. EDT; 7.15 EST; 6.15 CT
- Landi Trio and White, WJZ WBZ WHAM KDKA WMA
- Devotions, WLW
- Health Exercises, WPG
- 8.30 A.M. EDT; 7.30 EST; 6.30 CT
- Cheer, WEAF WEEI WGY WLW, 30 m.
- The Life in the Dial organ, WJZ WHAM WBZ KDKA, 30 m.
- Time, weather, WBZ
- Organ, WMA
- Breakfast Rhythm, WFLA
- Margaret Carley, pianist, WABC
- Organ, WPG, 30 m.
- 8.45 A.M. EDT; 7.45 EST; 6.45 CT
- Radio Spotlight, WABC
- 9 A.M. EDT; 8 EST; 7 CT
- Morning Glories, WEAF
- Annette McCullough, WGY
- Breakfast Club, organ, WJZ WBZ WBAL WFLA, 1 h. (KDKA, 30 m.)
- Soft and Peanuts, WLW
- The Wagon Reporter, Dick Newton, WABC
- Devotions, WHAS WSM, 30 m.
- Early Birds, WNBX
- 9.15 A.M. EDT; 8.15 EST; 7.15 CT
- Don Hill Trio, WEAF WEEI WGY WLW Harmonies in Contrast, WABC WCAU
- 9.30 A.M. EDT; 8.30 EST; 7.30 CT
- Eva Taylor, vocalist, WEAF
- Little Jack Little's Orchestra, WGY
- Hymns, WLW
- Breakfast Parade, WABC, 45 m. (WMA, 30 m.); WCAU from 9.45 (WHAS at 10.00)
- Georgia Wildcats, WHAS
- 9.45 A.M. EDT; 8.45 EST; 7.45 CT
- Matinata, chorus, WEAF WEEI WLW
- Devotions, WGY
- Work-a-Day Thoughts, KDKA
- Bob Atcher, WHAS
- 10 A.M. EDT; 9 EST; 8 CT
- Breen and de Rose, WEAF WEEI WLW
- Southerners, WGY
- Harvest of Song, WJZ WBZ WBAL KDKA WSM WFLA
- Home Hour, WPG, 1 h.; News at 10.30
- Whisper on Today, WNBX
- 10.15 A.M. EDT; 9.15 EST; 8.15 CT
- Vivienne Ensemble, WEAF WEEI WGY WLW WSM
- Holman Sisters, WJZ WHAM
- Minute Manners, WBZ
- Sunny Family, KDKA
- Bridge Club, WFLA
- Bill and Ginger, WABC WCAU
- Matinée Melodies, WNBX
- 10.30 A.M. EDT; 9.30 EST; 8.30 CT
- News and Morning Parade, WEAF WSM, 30 m. (WEEI from 10.35) (WGY at 10.45)
- Market Basket, WEEI
- Records, WEEI
- Organ, WLW
- Today Children, drama, WJZ WBZ WHAM WBAL KDKA WFLA
- "All About You," Harold Sherman, WABC
- WABC WHAS
- "Handicraft Club for Shut-Ins," WOR
- 10.45 A.M. EDT; 9.45 EST; 8.45 CT
- News and Radio Kitchen, WJZ WBZ KDKA
- Rhythm Raters, WLW
- News and Three Flats, WABC WCAU WHAS
- Richard Lee Gilliam, baritone, WOR
- Daily Story, WNBX
- 11 A.M. EDT; 10 EST; 9 CT
- U. S. Navy Band, WEAF WJZ WMA WGY, WSM, 1 h. (WEEI from 11.15)

Milady England



ARA GERALD, English born actress, takes part in the "Raffles" dramatizations that the CBS-WABC chain broadcasts Mondays at 8.30 P.M.

- Weather and Three Aces, WPG
- Robert Hood, "Tone Talk," WOR
- Rose Weiser and Gene Salem, duo, WMA
- Bob Wilson, WNBX
- 5.45 P.M. EDT; 4.45 EST; 3.45 CT
- Larry Revel's Orchestra, WEAF WEEI WSM
- Bradley Kincaid, modernist songs, WJZ
- Orphan Annie, WJZ WBZ KDKA WFLA
- The Texans, WLW
- Godson, Dave and Bunny, WABC WCAU WHAS
- Chats with the Weather Man, WPG
- "Dancing Around," WOR
- Sports, WMA
- Chicago Symphony Orchestra, WGN, 45 m.
- 6 P.M. EDT; 5 EST; 4 CT
- Al Pearce and his Gang, WEAF WLW WSM WFLA
- Evening Tattler, WEEI, 30 m.
- Three X Sisters, WJZ WBZ
- Dan and Sylvia, KDKA
- Evening Briefings, WGY
- Peter Billio's Orchestra, WABC WCAU WHAS
- String Music, WSM
- Uncle Don, WMA, 40 m.
- Mediations, WNBX
- Farm Flash, WNBX
- 6.15 P.M. EDT; 5.15 EST; 4.15 CT
- Landi Trio and White, WEAF
- Joe and Eddie, WJZ
- U. S. Army Band, WJZ WHAM WSM, 30 m.
- Bill Williams, WBZ
- Sports, KDKA
- Bobby Benson and Sunny Jim, WABC
- WCAU
- WHAS, 30 m.
- Burt Biferno, guitar, WMA
- Yankee Combustibles, WNBX
- 6.30 P.M. EDT; 5.30 EST; 4.30 CT
- Al Pearce and Charlie Davis' Orchestra, WEAF
- Scores, Current Events, WEEI
- News, Helen Mae, soprano, WGY, 30 m.
- String Ensemble, WSM
- Jack Armstrong, WLW
- News, WGY
- Comedy Stars, KDKA
- Time, weather, WBZ
- News and Charles Barnett's music, WABC
- WCAU
- Health Program, WOR
- Serenade, WMA
- Clarence Jackson, WNBX, 30 m.
- WGN Orchestra, WMA
- 6.45 P.M. EDT; 5.45 EST; 4.45 CT
- Grandmother's Trunk, WEAF WEEI Lowell Thomas, WJZ WBZ WLW KDKA WFLA
- Little Orphan Annie, WSM WGN
- "Syncopeation, Sophistication," WOR
- Chuck Richards, songs, WMA
- 7 P.M. EDT; 6 EST; 5 CT
- Baseball Resume, WEAF
- The Rice Family, WEAF WGY, 30 m.
- Gould and Shelter, WGY
- Freddie Martin's Orchestra, WJZ WBAL WFLA
- Handsome Painter, WBZ
- News; drama, KDKA
- Virginia Marucci's Orchestra, WLW
- Sundown Serenade, WHAS
- Ford Frick, sports, WOR
- Arthur Lewis, baritone, WMA
- Ben Putter, WGN
- Sports, WNBX
- 7.15 P.M. EDT; 6.15 EST; 5.15 CT
- Gene and Glenn, WEAF WEEI WGY WFLA
- Mary Cozzi, baritone, WJZ
- News, Eleanor and Gene, WMA
- Merry-Makers, KDKA
- Joe Emerson's Orchestra, WLW
- Nick Lucas, songs, WABC WHAS
- Four Trappers, WCAU
- Piano, songs, WMA
- Alano's House Ensemble, WGN
- Recordings, WNBX
- 7.30 P.M. EDT; 6.30 EST; 5.30 CT
- Arlene Jackson, songs, WEAF WGY
- After Dinner Revue, WEEI, 30 m.
- Col. Frank Knox, "Business—Free or in Chains," WMA
- Thornton W. Burgess, WBZ
- Nancy Martin, KDKA
- Bob Newby, WMA
- Jack Shook and Marjorie Cooney, WSM
- Gene of Melody, WFLA
- Paul Kist and Hudson's Orchestra, WABC
- WCAU
- Club Program, WHAS
- Sports reporter, WMA
- Merrick Jim, drama, WOR, 30 m.
- News, Soiree Musicale, WMA, 30 m.
- 7.45 P.M. EDT; 6.45 EST; 5.45 CT
- Sisters of the Skillet, WEAF WGY WSM
- Frank Buck, WJZ WBZ WBAL WHAM KDKA WFLA
- Al and Pete, WLW
- Jack Shook, WSM
- Isaiah Carter, organ, WABC WCAU WHAS
- World's Eye Reporter, WGN
- 8 P.M. EDT; 7 EST; 6 CT
- Champions, Joey Nash, Richard Himber's Orchestra, WEAF WEEI WGY, 30 m.
- Jan Garber's Orchestra, WJZ WBZ WHAM KDKA WFLA
- Nap and Dee, WMA
- Kate Smith, WABC WCAU WHAS
- Neil Kemp's Orchestra, WGN
- News and Irish Melodies, WPG
- Three Little Funsters, WMA
- 8.15 P.M. EDT; 7.15 EST; 6.15 CT
- Baseball Scores, WSM
- Lab Collier, WFLA
- From Old Virginia, Howard Barlow's Orchestra, WABC
- Something Old—Something New, WCAU
- Bride Talk, WPG
- Sam, Gil, Louie, WHAS
- John Kelvin, tenor, WOR
- News, WMA
- Palmer House Ensemble, WMA
- 8.30 P.M. EDT; 7.30 EST; 6.30 CT
- William Daly's Orchestra, Gladys Swarthout, WEAF WEEI WGY WLW, 30 m.
- Emmie's Symphony, "Igor Gouin, Lucy Monroe, WJZ WBZ WHAM KDKA WFLA WSM, 30 m.
- Ohmen and Ard, Lillian Roth, WABC
- "Raffles," The Gnomes, WPG
- Stadium Concert, WOR, 1 h., 35 m.
- Lone Ranger, WGN, 30 m.
- U. S. Navy Band, WMA
- 8.45 P.M. EDT; 7.45 EST; 6.45 CT
- Radio Rod and Gun Club, WOR
- String Ensemble, WSM
- Russel Kay, WFLA
- Harold Shepherd, tenor, WPG
- 9 P.M. EDT; 8 EST; 7 CT
- A.P. and Gypsies, Frank Parker, tenor, WEAF WEEI WGY, 30 m.
- Minstrels, Gene Arnold, Joe Parsons, male quartet, WEAF WEEI WHAM WBAL WJZ WMA WSM WFLA, 30 m.
- Evan Evans and Howard Barlow's Orchestra, WABC WCAU WPG WHAS
- WGN Orchestra, WGN

- 8.15 P.M. EDT; 8.15 EST; 7.15 CT
- Ray Helton, "Looking At Life," WABC
- KDKA WMA WHAS
- Comedy Stars, WGN
- 9.30 P.M. EDT; 8.30 EST; 7.30 CT
- House Party, Joe Cook, Donald Novis, WEAF WEEI WGY WLW WSM WFLA, 30 m.
- Dramatic Sketch, "Double Barreled Love," WJZ WBZ KDKA WHAM WBAL, 30 m.
- Henrietta Schumann and Lud Gluskin's Orchestra, WABC WCAU WHAS, 30 m.
- Hotel Traymore Orchestra, WPG, 30 m.
- Arthur Wright, tenor, WGN
- "The Spotlight," Renee, WOR, 30 m.
- Piano Mood, WMA
- Hotel Traymore Orchestra, WPG, 30 m.
- 9.45 P.M. EDT; 8.45 EST; 7.45 CT
- Magic Strings, WBZ
- Earl Burnett's Orchestra, WGN
- 10 P.M. EDT; 9 EST; 8 CT
- Gene Arnold, Lullaby Lady, male quartet, Eastman's Orchestra, WEAF WEEI WGY WLW, 30 m.
- NBC Concert Orchestra, WJZ WBZ WHAM KDKA, 45 m.; WSM from 10.30; WFLA, 30 m.
- Wayne King's Orchestra, WABC WCAU WHAS, 30 m.
- Rhythm Casino, WPG, 30 m.
- News, music, WGN, 1 h.
- Archie Bleyer's Orchestra, WMA
- 10.15 P.M. EDT; 9.15 EST; 8.15 CT
- Mary Carter, soprano, WSM
- Current Events, WOR
- Milton Kellern's Orchestra, WMA
- 10.30 P.M. EDT; 9.30 EST; 8.30 CT
- Goths, Choristers, WEAF WSM, 30 m. (WEEI at 10.45)
- The Colonial, WGY, 30 m.
- Henry Thies Pestpers, WLW
- "The Care and Feeding of Hobby Horses," WABC WHAS
- Jan Savitt's Orchestra, WCAU
- Hardy's Orchestra, WMA, WPG, 30 m.
- "Spotlight," WOR, 30 m.
- Henry Thies Pestpers, WLW, 30 m.
- Scarara's Orchestra, WMA, 30 m.
- 10.45 P.M. EDT; 9.45 EST; 8.45 CT
- Democratic Republican Series, WJZ WBZ WBAL KDKA WFLA WSM
- Frank Behr, tenor, WLW
- 11 P.M. EDT; 10 EST; 9 CT
- Harold Stern's music, WEAF WGY WFLA, 30 m. (WEEI
- E. B. Rideout and scores, current events, WEEI
- Ray Nichols' Orchestra, WGY, 30 m.
- Don Bestor's music, WJZ WHAM, 30 m. (WBZ at 11.15)
- WFLA
- Weather, KDKA
- Sports, KDKA
- Conan Bob, Hill Billy, WLW, 30 m.
- Fats Waller, songs, WABC WPG WHAS
- Friedman's Orchestra, WMA
- Jane Bringer, WGN
- Jimmie Carr's, WOR, 30 m.
- 11.15 P.M. EDT; 10.15 EST; 9.15 CT
- Gene and Glenn, WSM
- Casa Loma Orchestra, WABC WPG WHAS WCAU, 30 m.
- News, and Louie, WHAS
- Lum and Abner, WGN
- Udo's Tango Orchestra, WMA
- 11.30 P.M. EDT; 10.30 EST; 9.30 CT
- Carl Hoff's Orchestra, WEAF WEEI, 30 m.
- Phil Emmerson's Orchestra, WGY
- Follies, WLW, 30 m.
- Shep Field's Orchestra, WJZ WBZ, 30 m.
- Antonio Lopez, WMA
- Eddie Lane's Orchestra, WOR, 30 m.
- Blue Rhythm Band, WMA, 30 m.
- Hil Kemp's Orchestra, WGN
- 11.45 P.M. EDT; 10.45 EST; 9.45 CT
- Jan Garber's Orchestra, WABC WCAU WPG Organ, WHAS
- Charles' Orchestra, WMA
- Ted Weiss's Orchestra, WGN, 30 m.
- 12 M. EDT; 11 P.M. EST; 10 CT
- Ralph Kirbyer, baritone, Johnny Johnson's music, WEAF WEEI WGY, 30 m.
- Guys Lombardi's music, WJZ WBZ WHAM WMA
- News, Cincinnati Conservatory of Music, WLW, 30 m.
- Blindfold Pianobore, WABC WCAU WPG WHAS, 30 m.
- Bob Fallon's Orchestra, WMA
- Orchestra, WOR
- 12.15 A.M. EDT; 11.15 P.M. EST; 10.15 CT
- Earl Burnett's Orchestra, WGN
- 12.30 A.M. EDT; 11.30 P.M. EST; 10.30 CT
- Hesberger's Bavarian Band, WEAF WEEI WGY, 30 m.
- Paul Fenanders' Orchestra, WJZ WBZ WHAM KDKA WLW, 30 m.
- Immy Gallagher's music, WSM, 30 m.
- Enoch Light's Orchestra, WABC, WPG WHAS, 30 m.
- Willie Bryant's music, WMA
- Bob Pacelli's Orchestra, WGN

EVERY subscriber to or other purchaser of THE MICROPHONE is entitled to share its benefits with a friend. Write to Circulation Manager, The MICROPHONE, No. 34 Court Square, Boston, Massachusetts, giving the names and addresses of those you'd like to become familiar with THE MICROPHONE. A sample copy will be sent promptly to each name given, without obligation.

Broadway Called Him 'A Flash'—But Rudy Vallee Showed It Up

'Crooner' Becomes Showman

Thursday at eight. Week after week, month after month, year after year, millions of radio listeners throughout the length and breadth of the land keep their date with a young man, who was unknown a few short years ago.

Thursday at eight or seven or six or five, depending on which one of the four time zones the listener lives in, has become a national institution.

Thursday at eight in 1928 meant nothing.

In those halcyon days of super-prosperity, the tuners-in were blissfully unaware that the young man in question was tooting away on a "sax" in a band or that occasionally he took a megaphone and warbled a ditty of the day, softly, ever so softly, into the microphone.

"Crooner" Is Born

Softness, restraint, lift, appeal, yearning were the characteristics of the voice of that young man and so someone put all these adjectives into one and the word "crooner" was born.

He was the first of the crooners to gain national recognition. He is still the first of the crooners, but what has surprised even his best friends is that back of that voice is a shrewd showmanship brain.

Thursday at eight began to get attention from the dialers. For one thing it was a full hour radio program and it had good music. The band was excellent.

And then there was this young crooner, who led the musicians. He sang a lot of songs. The women kept liking that peculiar voice of his more and more. Flappers, old maids, married women, young and old, sat in front of the loud speaker with an entranced look on their faces.

The fan mail poured in. His popularity increased.

But not with the male population.

Broadway Snickers

Broadway, the smart, wise-cracking cynical boulevard of broken dreams and hearts, snickered.

"Just a flash" opined Broadway as it sat in DAVE'S Blue Room, or LINDY'S, or REUBEN'S.

The quiet young fellow with the megaphone didn't seem to mind the caustic remarks. He just kept singing along.

Broadway can't tolerate indifference. And so the chorus swelled. "Just a flash," it moaned.

But Thursday at eight has made Broadway look like a cow path as far as opinions are concerned.

It was in October, 1929, that the young fellow started as an air feature. Thursday at eight and its "flash" are still with us.

Thursday at Eight: "Heigh'ho, everybody."

No need to tell you of the daily doings of RUDY VALLEE—HUBERT PRIOR VALLEE for the record. The newspapers, the magazines, the special writers and illustrators, have done that long since in great detail.

Master Showman

What hasn't been told is the story of the master showman, who runs Thursday at eight.

It hasn't been luck, or chance, or that crooning voice or publicity or the women audience that has kept VALLEE and his hour at the top of the heap.

It has been VALLEE's judgment,

"Heigh-Ho, Everybody"



RUDY VALLEE, once a mere "crooner," now is a real showman

his understanding of psychology.

A long time ago he did some heavy thinking. He realized that even if he were good, the radio public demands variety and that if he kept on with only one string to his bow, he would justify the "flash" criticism of Broadway.

In its formative period, the hour, as we know it today, was merely RUDY, his band and a guest artist or two.

Gradually it developed and as it did, VALLEE shoved himself more and more into the background.

He began to use himself and his

band as the artistic scenery that highlighted the internationally known entertainers he lured to his program.

He became a master spinner, weaving the threads of intricate and sophisticated entertainment into a highly colored tapestry of artistic showmanship.

He himself sang fewer songs and frequently the listeners complain that he doesn't do enough.

Again the psychology of restraint. He prefers to pique rather than to surfeit. Thus he insures his well-come. "A flash?" Despite the fact

50 Persons Smooth Out the Program

appear with him and submerges himself, the VALLEE popularity is more secure today than ever before.

However, such programs don't just happen. Weeks and months of hard work appear dimly in the background of each Thursday at eight.

In Training

The production work on each show starts 10 weeks in advance.

Special arrangements of every musical orchestral number are routine necessities. During the course of the year hundreds of persons are given auditions.

A star of the stage may not be a success on the air.

At present VALLEE is introducing nearly 800 guest stars a year.

Some are catapulted into stardom through his ability to pick "comers." Witness the case of MARY SMALL, the little girl with the big voice. When RUDY first took her to the microphone, no one had heard of her. Now she has her own radio program.

One scout spends all his time searching for new talent. He finds it in little vaudeville houses, at small radio stations, in night clubs.

If you are invited to watch a VALLEE broadcast in one of the great studios of the National Broadcasting Company in Radio City, you may not realize that on the stage and back of the scenes are approximately 50 persons, working with team-like co-operation to make the program run smoothly.

**\$150.00
IN AWARDS
EACH WEEK!**

Let
BIG
FREDDY MILLER

give you
complete details
during his

**IVORY SHAVING
CREAM PROGRAM**

each
**TUESDAY
and
THURSDAY**
at

7:45 P.M.

over these
stations of the
NEW ENGLAND NETWORK

WEEL—BOSTON
WTAG—WORCESTER
WJAR—PROVIDENCE
WTIC—HARTFORD

Vallee Presents ---



LENORE ULRIC, well-known actress, and RUDY VALLEE as they discuss the program on which Miss ULRIC recently was featured.

Tuesday, August 21 - Popular Operetta on NBC-WEAF at 10 P.M.

Highlights

- P.M.**
- 4.00—Detroit Symphony Orchestra, CBS-WABC
 - 8.30—Wayne King's Orchestra, NBC-WEAF
 - Henry King's Orchestra, NBC-WJZ
 - 9.30—Soconyland Sketches, NHC-WEAF
 - NBC Symphony Orchestra, NBC-WJZ
 - Parade of the Champions, CBS-WABC
 - 10.00—Operetta, NBC-WEAF

(All programs are listed in Eastern Daylight Saving Time, Eastern Standard Time is one hour earlier; Central Time is two hours earlier.)

- 9.30 A.M. EDT; 8.30 EST; 7.30 CT
- Eva Taylor, WEAF
- Lilic Jack Little's Orchestra, WGY
- Joe Emerson, WJZ
- 9.45 A.M. EDT; 8.45 EST; 7.45 CT
- Wife Saver, WEAF WEEL WGY WLW
- Knock, WJZ
- Blondie's Quartet, WABC WCAU WSM, 45 m. (WGY from 10.45)
- Dave Tyson, songs, WPG
- Kalamity Royal Hawaiian, WHAS
- 10.00 A.M. EDT; 9 EST; 8 CT
- Been and de Rose, WEAF WEEL
- Boutherners, WGY
- Edward MacHugh, Gospel Singer, WJZ WBZ
- 10.15 A.M. EDT; 9.15 EST; 8.15 CT
- Viennese Ensemble, WEAF WEEL WGY
- Castles of Romance, WJZ WBZ KDKA
- Hazel Slijster, Fred King, WFLA
- Claire Calder, bass, WABC WCAU
- 10.30 A.M. EDT; 9.30 EST; 8.30 CT
- News and Morning Parade, WEAF WSM
- 11.00 A.M. EDT; 10.00 EST; 9.00 CT
- Shopping Bag, WGY
- Judy's Children, WJZ WBZ WHAM
- 11.15 A.M. EDT; 10.15 EST; 9.15 CT
- Edison Friendly Kitchen Program, WEEL
- 11.30 A.M. EDT; 10.30 EST; 9.30 CT
- Three Shades of Blue, WEAF WEEL WGY
- Melody Mixers, WJZ KDKA WSM WFLA
- 11.45 A.M. EDT; 10.45 EST; 9.45 A.M.
- Al Bernard, minstrel, WEAF WEEL WGY
- 12 N. EDT; 11 A.M. EST; 10 CT
- Harrison Knox, tenor, WEAF WEEL WGY
- Weather, H.C. Monitor Views the News, WBZ
- Connie Gales, WABC WCAU WHAS
- 12.15 P.M. EDT; 11.15 A.M. EST; 10.15 CT
- Houseboy and Sassafras, WEAF WEEL
- 12.30 P.M. EDT; 11.30 A.M. EST; 10.30 CT
- Merry Madcaps, WEAF WGY WLW
- 12.45 P.M. EDT; 11.45 A.M. EST; 10.45 CT
- Caroline Cabot, Del Castillo, WEEL, 30 m.

In Movies Now



PHIL REGAN, popular as a CBS vocalist, is now in Hollywood making a movie.

- 3.30 P.M. EDT; 2.30 EST; 1.30 CT
- Woman's Radio Revue, "The Panhandlers"
- WEEI Reading Circle, WEEL, 30 m.
- Joseph Gallicchio's Orchestra, WJZ KDKA
- 4.00 P.M. EDT; 3 P.M. EST; 2 CT
- Your Loner, songs, WEAF
- 4.15 P.M. EDT; 3.15 EST; 2.15 CT
- 4.30 P.M. EDT; 3.30 EST; 2.30 CT
- 4.45 P.M. EDT; 3.45 EST; 2.45 CT
- 4.55 P.M. EDT; 3.55 EST; 2.55 CT
- 5.00 P.M. EDT; 4.00 EST; 3.00 CT
- 5.15 P.M. EDT; 4.15 EST; 3.15 CT
- 5.30 P.M. EDT; 4.30 EST; 3.30 CT
- 5.45 P.M. EDT; 4.45 EST; 3.45 CT
- 6.00 P.M. EDT; 5.00 EST; 4.00 CT
- 6.15 P.M. EDT; 5.15 EST; 4.15 CT
- 6.30 P.M. EDT; 5.30 EST; 4.30 CT
- 6.45 P.M. EDT; 5.45 EST; 4.45 CT
- 7.00 P.M. EDT; 6.00 EST; 5.00 CT
- 7.15 P.M. EDT; 6.15 EST; 5.15 CT
- 7.30 P.M. EDT; 6.30 EST; 5.30 CT
- 7.45 P.M. EDT; 6.45 EST; 5.45 CT
- 8.00 P.M. EDT; 7.00 EST; 6.00 CT
- 8.15 P.M. EDT; 7.15 EST; 6.15 CT
- 8.30 P.M. EDT; 7.30 EST; 6.30 CT
- 8.45 P.M. EDT; 7.45 EST; 6.45 CT
- 9.00 P.M. EDT; 8.00 EST; 7.00 CT
- 9.15 P.M. EDT; 8.15 EST; 7.15 CT
- 9.30 P.M. EDT; 8.30 EST; 7.30 CT
- 9.45 P.M. EDT; 8.45 EST; 7.45 CT
- 10.00 P.M. EDT; 9.00 EST; 8.00 CT
- 10.15 P.M. EDT; 9.15 EST; 8.15 CT
- 10.30 P.M. EDT; 9.30 EST; 8.30 CT
- 10.45 P.M. EDT; 9.45 EST; 8.45 CT
- 11.00 P.M. EDT; 10.00 EST; 9.00 CT
- 11.15 P.M. EDT; 10.15 EST; 9.15 CT
- 11.30 P.M. EDT; 10.30 EST; 9.30 CT
- 11.45 P.M. EDT; 10.45 EST; 9.45 CT
- 12.00 P.M. EDT; 11.00 EST; 10.00 CT
- 12.15 P.M. EDT; 11.15 EST; 10.15 CT
- 12.30 P.M. EDT; 11.30 EST; 10.30 CT
- 12.45 P.M. EDT; 11.45 EST; 10.45 CT

- Child, Webb's Orchestra, WEAF WEEL
- Michael Arner, WEEL, 30 m.
- Three Schoolmays, Billy Rose, WGY
- Homebakers' Club, WFLA, 30 m.
- Jerry Cooper, baritone, WABC WHAS
- Sally's Party, WMCMA, 30 m.
- Variety, WOR
- Story Book Lady, WNBX
- 5.15 P.M. EDT; 4.15 EST; 3.15 CT
- KDKA Kladder' Klub, KDKA
- 5.30 P.M. EDT; 4.30 EST; 3.30 CT
- The Tattered Man, WEAF WEEL WGY WSM
- 5.45 P.M. EDT; 4.45 EST; 3.45 CT
- Nursery Rhymes, WEAF WEEL WFLA
- 6.00 P.M. EDT; 5.00 EST; 4.00 CT
- 6.15 P.M. EDT; 5.15 EST; 4.15 CT
- 6.30 P.M. EDT; 5.30 EST; 4.30 CT
- 6.45 P.M. EDT; 5.45 EST; 4.45 CT
- 7.00 P.M. EDT; 6.00 EST; 5.00 CT
- 7.15 P.M. EDT; 6.15 EST; 5.15 CT
- 7.30 P.M. EDT; 6.30 EST; 5.30 CT
- 7.45 P.M. EDT; 6.45 EST; 5.45 CT
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- 11.30 P.M. EDT; 10.30 EST; 9.30 CT
- 11.45 P.M. EDT; 10.45 EST; 9.45 CT
- 12.00 P.M. EDT; 11.00 EST; 10.00 CT
- 12.15 P.M. EDT; 11.15 EST; 10.15 CT
- 12.30 P.M. EDT; 11.30 EST; 10.30 CT
- 12.45 P.M. EDT; 11.45 EST; 10.45 CT

- Henry King's Orchestra, WJZ WBZ WHAM
- Elliott Brock's Band, WLW
- "Accordiana," with Abe Lyman's Orchestra, Vivienne Segal, WABC WCAU, 30 m.
- 9 P.M. EDT; 8 EST; 7 CT
- 9.15 P.M. EDT; 8.15 EST; 7.15 CT
- 9.30 P.M. EDT; 8.30 EST; 7.30 CT
- 9.45 P.M. EDT; 8.45 EST; 7.45 CT
- 10.00 P.M. EDT; 9.00 EST; 8.00 CT
- 10.15 P.M. EDT; 9.15 EST; 8.15 CT
- 10.30 P.M. EDT; 9.30 EST; 8.30 CT
- 10.45 P.M. EDT; 9.45 EST; 8.45 CT
- 11.00 P.M. EDT; 10.00 EST; 9.00 CT
- 11.15 P.M. EDT; 10.15 EST; 9.15 CT
- 11.30 P.M. EDT; 10.30 EST; 9.30 CT
- 11.45 P.M. EDT; 10.45 EST; 9.45 CT
- 12.00 P.M. EDT; 11.00 EST; 10.00 CT
- 12.15 P.M. EDT; 11.15 EST; 10.15 CT
- 12.30 P.M. EDT; 11.30 EST; 10.30 CT
- 12.45 P.M. EDT; 11.45 EST; 10.45 CT

Also a Pianist

THE OTHER RAYMOND IS THE REAL STUFF



MARK WARNOW'S piano-playing brother recently was given his own 15-minute program. He was announced as RAYMOND SCOTT because he didn't want to steal thunder from his brother. He picked the name at random and the other day, just for fun, called up the RAYMOND SCOTT listed in the telephone book. The gentleman seemed friendly, so HARRY asked him what he did. "Oh, I'm a pianist," was the reply.

STATION DIRECTORY
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NOW

The Magazine That Has Something To Say ~ And Says It

Announces for its August Issue, Now on Sale

Etherized Sports

Q.—What is that about? **A.—**It is an excuse for the McNamees and Husings, written by Carleton Pearl, Editor of The MICROPHONE.

Even As You And I

Q.—And that? **A.—**An article insisting that musicians are human. The authority is Morris Hastings, Managing Editor of The MICROPHONE. Mr. Hastings, among other recent efforts, has been interpreting the Arthur Fiedler Esplanade Concerts to the radio public. He is a young man but already an eminent critic with a large following.

Sports For Forgotten Men

Q.—Sounds interesting; what is it all about? **A.—**An article on golf and racing, to be specific, written by Parke O'Brien. Mr. O'Brien has been called, with justice, the ablest sporting editor in New England. And that covers much territory.

Q.—Anything else in August NOW? **A.—**Much more; a single copy costs you Fifteen Cents from your news dealer. Twelve issues for One Fifty. Write Circulation Manager, 34 Court Square, Boston.

~~~~~**The MICROPHONE, Inc.**



# Well-Trained Musicians Make the CBS Artist Recitals Delightful

## Audience Approves Programs

Going "back stage" to view the "dress rehearsal" of a CBS Artist Recital is lacking in the thrills and glamour of watching a great symphony orchestra or dramatic company in process of building a program for the air.

For the true lover of good music, however, a trip behind the scenes to observe an Artist Recital, in rehearsal, has its compensations.

A pianist sits before the keyboard, her fingers rising and falling gracefully as she weaves the pattern of music from the sheets before her. A singer stands before the microphone, his eyes on the score, his voice blending with the harmonies of the keyboard.

There is no hesitancy on the part of either the player or the singer. One wonders as he listens to the smooth precision of instrument and voice whether this can indeed be a "rehearsal" and not the actual broadcast.

### Chief Difference

And therein lies the chief difference between the rehearsal of an Artist Recital and that of practically all other radio programs.

Who are these artists—singers and pianists—who are heard on these recitals? Why the technical perfection of their work?

They are the members of Columbia's sustaining staff, these artists whose names are seldom in the headlines. Years of arduous study and self-improvement have gone into the making of these singers and musicians.

Consider the demands that these Artist Recitals make upon their performers. They must not only sing well from the standpoint of pure sound, but they must be expert in the reading of music and capable of filling in unexpectedly on emergency programs.

They must be familiar with the foreign languages in which the greater number of the classics they sing are written. Try to picture a "blues" singer or crooner singing a DEBUSSY or SCHUBERT solo in the original.

### A Close-Up

Let us get a close-up of some of these artists who are featured on the CBS Artist Recitals heard thrice weekly—Mondays from 1.30 to 2 P. M., Tuesdays from 2.30 to 3 P. M., Thursdays from 10.35 to 11.45 A. M.

RHODA ARNOLD, soprano, has been singing in church choirs since childhood, and in addition to her classical education has studied music, specializing in voice culture, under such instructors as HANNA BUTTER of Chicago, GEORGE FERGUSON of Boston, and ARTHUR PHILIPS of New York.

She has been heard on the "Light Opera" and "Cathedral Choir" broadcasts over the Columbia network, and also sings on the ANDRE KOSTELANETZ and HOWARD BARLOW programs.

CRANE CALDER, bass soloist, studied voice under such instructors as ROBERT HUGHES, formerly of the Utica Conservatory, and LOUISE GERARD THIERS at Carnegie Hall, New York. He also was coached by CONRAD BOS.

Following a number of stage engagements, including a season with "The Student Prince," CALDER entered the radio field, and has been heard in the leading roles of many of the light and grand operas broad-

## Two of the Ablest Artists



EVAN EVANS, baritone, and RHODA ARNOLD, soprano, who are featured on the CBS Artist Recitals.

cast during the past several years. He has been featured on the "Madison Singers" mixed-quartet programs, and also has been heard as soloist on the "Cathedral Hour" broadcasts—both over CBS.

### Boy Soprano

EVAN EVANS, baritone,—sang as boy soprano in Christ Church, Birkenhead, England, at the age of seven years, in Liverpool Cathedral at the age of 12, and before King GEORGE V, during the latter period. He has been heard in the GILBERT and SULLIVAN operettas, and also was soloist with the late COLERIDGE TAYLOR.

He studied music in his native England and in Germany and is a graduate of the JUILLIARD School of Music. Before his entry into radio, EVANS was associated as baritone lead with the Opera Comique in New York.

On the air he frequently is featured with the ANDRE KOSTELANETZ and HOWARD BARLOW orchestras, and also has been heard as baritone soloist on a number of commercial programs over the Columbia network.

CHARLOTTE HARRIMAN, contralto, began her study of music, piano and voice as a child under the tutelage of her mother.

### This and That

(Continued from Page 1)

think, a bogey that need frighten none in this country at least.

It would be difficult to imagine a condition existing in this country that would in any way match that now apparent in Germany where the party in power has "hogged" radio and newspapers.

Even so, even in a country where strictest radio censorship is practiced, radio audiences still have their excellent musical and variety and non-political educational programs.

It is true that private control of radio has in theory certain indisputable advantages over government control.

It is up to those private owners to make the advantages more apparent to the average listener.

She also received formal instruction in voice from MYRON W. WHITNEY, attended the Fontainebleau American Conservatory, won a scholarship with SCHUMANN-HEINK at Kansas City, and also studied with MARTHA BRAARUD and PAUL SAVAGE in New York.

Miss HARRIMAN has been heard on the "Light Opera" and "Cathedral Hour" CBS programs and also with the "Madison Singers" and "Morning Musicales."

She also has been heard extensively in concerts and oratorios in Washington, D. C., and New York.

ROGER KINNE, baritone, has been singing since he was 15 years of age. KINNE received his classical education at Cornell, where he studied music under ERIC DUDLEY. He subsequently continued his studies in voice under PERCY RECTOR STEVENS and ARTHUR PHILIPS in New York.

Prior to his entry into radio, he sang in quartet parts in LEW FIELDS' musical show, "Present Arms," and was with GEORGE ARLISS in his "Merchant of Venice" for a season. KINNE has been heard frequently over the CBS chain as baritone soloist, including such broadcasts as the "Light Opera" programs and the "Ballad Hour."

### Wins Gold Medal

SIDNEY JOHN SMITH, tenor, attended the Choir School at Grace Church in New York at the age of nine years, and sang in its choir as alto soloist for four years.

During this period, SMITH won the WILLIAM RHEINELANDER STEWART gold medal for solo work. He continued his musical studies in Milan, Italy, receiving instruction for two years from SALVATORE SALVATI.

SMITH also has had extensive experience in oratorio work, and has sung the tenor roles in many of the Italian operas featured over the air. He is at present heard over CBS on the "Madison Singers" program and formerly was a featured soloist on the "Cathedral Hour" broadcasts.

Among the pianists on the Artist Recitals programs are CARLA ROMANO, CAROLYN GRAY and MARION CARLEY.

The Artist Recitals adhere strictly

to concert music, including grand opera. Occasionally, a light ballad is included.

The question arises: Is all of this intensive training and insistence upon technical perfection justified by the response of radio listeners to these programs?

What about the oft-heard claim

## Soloists Got Their Start In Choirs

that "nothing heavy" must be permitted to creep into the run-of-the-day programs over the air?

Isn't it still true that women and other home bodies are too intent upon their day-time chores around the house to concentrate upon the classical and semi-classical offerings that come in via the loud-speaker?

A recent survey shows that classical music, including symphony orchestras and artists' recitals, now occupy 23 per cent of the total air time on the Columbia Broadcasting System.

Many of those busy housewives who "can't concentrate on that heavy stuff" write in to say that they welcome the respite which the Artist Recitals offer, from the usual diet of jazz orchestras and the recitation of market formulas, recipes, etc.

It is "so restful, so easy," write many, to listen to a single voice, with proper piano accompaniment, in music that is excellently rendered and inspiring.

And what about the men that listen in during the day? Are they interested in this type of music? Here is a typical letter from a telephone company employee:

"What was the name of the piano solo played at about 3.26 to 3.30 P. M. current New York time? It sounded like something new of Rachmaninoff's, and I should like to get the music."

## TOP NOTCH SUMMERTIME ENTERTAINMENT!

Follow these two WEEK-NIGHT features...

### THE EVENING TATLER

at 6 P.M.

### and THE AFTER-DINNER REVIEW

at 7:30 P.M.

New England's popular favorites IN PERSON—Two great programs during the early evening hours—EACH WEEK-NIGHT OVER **WEEI**

the Friendly Station



# Crosby, Wynn, "The Shadow", Dennis King, Roxy Return To Air

## Tony Wons Back Minus Scrap Book

(Continued from Page 1)

back to radio on August 27, to be heard daily except Saturdays and Sundays at 6.45 P. M., over the WEAF network.

RAYMOND KNIGHT, who writes the Cuckoo Hour, is the principal character in these sketches about a little town.

TONY WONS shifts this year from the Columbia network and goes on the air over the WEAF net of NBC. He will be heard in a musical and dramatic program, having scrapped his scrap book, at least so far as radio is concerned. He is at present preparing for his program at home and also is writing a book of memoirs of his career as a radio personality.

TONY will go on the air every Sunday at 5.30 P. M., with a special program for the West at 4.30 P. M. His first broadcast will be on September 2. Its title is "The House By the Side of the Road."

### Winchell Is Back

WALTER WINCHELL again will become newspaperdom's gabby gift to radio when he once more scorches the air with recitals of Hollywoodiana over the WJZ network of the NBC. He will fill the overflowing a 15-minute spot beginning on Sunday, September 2, at 9.30 P. M.

DALE CARNEGIE, who last winter conducted the program "Little Known Facts About Well-Known People," will come back to the WJZ network on the same date. The hour of his broadcast has not yet been set. Mr. CARNEGIE has spent the Summer delving into the lives of prominent people and will spring some facts about them that are little suspects.

Mrs. FRANKLIN D. ROOSEVELT begins a continuation of her series of talks on current events over the NBC-WJZ network on September 4. She will be heard each Tuesday at 9.30 P. M.

"Roses and Drums," those continued dramas of the Civil War, will return with a new collection of plays beginning on Sunday, September 29, for a half hour at 5.30 P. M. This will be heard over the NBC-WJZ network. The cast which appeared in it last year will resume the parts.

### New Hollywood Program

A new Hollywood program, emanating direct from the movie colony, will come to the air on September 16 over the NBC-WEAF network. It will consist of a musical program with soloists and movie stars as guests. The program will be heard every Sunday at 3.30 P. M.

On September 17 AMOS 'n' ANDY return from their far-flung vacations to being their peregrinations over the air at their old time, 7 P. M., over the WJZ network. The program will be repeated for Western listeners at 11 P. M. They will be heard as before daily except Saturday and Sunday.

WARDEN LEWIS E. LAWES will begin going down to New York from Sing Sing Prison at Ossining to renew his series called "20,000 Years in Sing Sing." He will tell more stories of the great prison beginning on Wednesday, September 19, at 9 P. M. He will be heard weekly thereafter, over the WJZ network.

## B-Bing B-Blows A B-Blast



BING CROSBY, who has spent most of his time for the past year out in Hollywood making movies, comes back to the air as the principal figure in a new variety show over the WABC-Columbia network.

The Irish tenor, JOHN McCORMACK, returns to the air for a series of half-hour recitals on Wednesday evenings. Mr. McCORMACK will be on the air beginning at 9.30 on September 19.

### Ed Wynn Comes Back

Dog lovers will be interested in the return to the air of ALBERT PAYSON TERHUNE, presenting his series of dramatic dog stories. He comes back to radio on September 23 over the WJZ network and will be heard on Sundays thereafter at 5.45 P. M.

ED WYNN returns as the Fire

### Exotic



GERTRUDE NIESEN, CBS songstress, now off a vaudeville tour, who continues her radio career this Fall, on the Columbia network.

Chief after a Summer's absence. He will be back at his former half-hour period at 9.30 P. M. on Tuesdays.

The Columbia Broadcasting Company has a list of old programs which are returning for the Winter season, as well as some new ones.

Amid a sizzling of rockets and the roar of planets, BUCK ROGERS and his band of adventurers start interplanetary proceedings over the WABC network with the first program at 6 P. M. on September 3. The BUCK ROGERS program will be heard four days a week, Mondays through Thursdays.

On September 10th The Voice of Experience, J. SAYLE TAYLOR, returns after a short vacation, and will continue solving human problems at 12 noon, on Mondays through Fridays, and on Sundays at 6.45 P. M. He will discourse over the CBS-WABC network.

Whispering JACK SMITH, whose phonograph records were so popular three years ago, will begin a series of programs three times a week at 7.30 P. M. over the CBS-WABC network. He will be accompanied by ARNOLD JOHNSON'S Orchestra.

H. S. ROTHAFEL, "ROXY," begins his series on WABC for a 45-minute program on Saturday at 8 P. M.

Although EDWIN C. HILL, Columbia news commentator, has been on the air most of the Summer, commuting from his Summer home in Maine for the broadcasts, he will resume his "Human Side of the News" program on September 17. He will continue on Mondays, Wednesdays and Fridays at 8.15 P. M. over the WABC network.

BING CROSBY, (bo-bo-bo-bo), becomes the headliner in a

new program to begin on September 18. BING has been spending

## Burns And Allen To Be In Own Spot

most of his time the past year making movies in Hollywood. His program will be heard weekly on Tuesdays at 9 P. M.

When GEORGE BURNS and GRACIE ALLEN return from their trip abroad, they will immediately embark on September 18 on something they call the "Adventures of Gracie." Minus GUY LOMBARDO and orchestra, who have moved to the NBC networks, they will have their old time at 9.30 on Wednesdays over WABC.

GERTRUDE NIESEN, who now is making a vaudeville tour, comes to radio with LUD GLUSKIN and orchestra at the regular time at 9.30 P. M. on Mondays, for a series of weekly programs beginning September 24.

RICHARD HIMBER and his Champions, with guest stars, will change the time of their broadcast to 2.30 P. M. on Sundays over the WABC network. The change will be made September 23.

On October 1, "The Shadow" comes back. He will haunt the air for two half hours a week, one on Monday and one on Wednesday, both at 6.30 P. M., henceforth known as the "witching hour," over the WABC network.

The March of Time, popular dramatized news broadcasts, will this Fall be heard a half hour earlier than in the past. Beginning on October 5, it will be heard every Friday thereafter at 9 P. M. for a half hour, over the WABC network.

## Short Wave Directory

| Station | Merres                                        | Location                          | Time (E.D.T.)                                            |
|---------|-----------------------------------------------|-----------------------------------|----------------------------------------------------------|
| GSH     | 13.97                                         | Davenport, England                | 7-9.30 A. M.                                             |
| FYA     | 19.68                                         | Pontoise, France                  | 8.30 A. M. to Noon                                       |
| DJB     | 19.75                                         | Zeesen, Germany                   | 9 A. M. to Noon                                          |
| GSF     | 19.82                                         | Davenport, England                | 9.45 A. M. to Noon                                       |
| HVJ     | 19.84                                         | Vatican City, Rome                | 6-6.15 A. M. (Sat. 11)                                   |
| RNE     | 25.00                                         | Moscow, U. S. S. R.               | 7-8, 11-12 A. M. (Sun.)                                  |
| FYA     | 25.20                                         | Pontoise, France                  | 12.15 to 7 P. M.                                         |
| GSE     | 25.28                                         | Davenport, England                | 10 A. M.-1.45 P. M.                                      |
| 2RO     | 25.40                                         | Rome, Italy                       | 7.15-7.30 P. M., irregularly                             |
| DJD     | 25.51                                         | Zeesen, Germany                   | 6 to 11.30 P. M.                                         |
| GSD     | 25.53                                         | Davenport, England                | 2.15 to 6.30 P. M.; 7 to 9 P. M.                         |
| FYA     | 25.63                                         | Pontoise, France                  | 7.15 to 10 P. M.; 11 P. M. to 1 A. M.                    |
| EAQ     | 30.40                                         | Madrid, Spain                     | 6.15-8 P. M. (Sat. 1-3)                                  |
| CTIAA   | 31.25                                         | Lisbon, Portugal                  | 4.30-7 P. M., Tues., Fri.                                |
| HBL     | 31.27                                         | Geneva, Switzerland               | 6.30-7.15 P. M., Sat.                                    |
| VK2MB   | 31.29                                         | Sydney, Australia                 | 1-11 A. M., Sun.                                         |
| VK3LR   | 31.30                                         | Melbourne, Australia              | 4 to 9 A. M.                                             |
| DJA     | 31.38                                         | Zeesen, Germany                   | 6-8.30 P. M.                                             |
| VK3MB   | 31.55                                         | Melbourne, Australia              | 6 to 7.30 A. M., Wed.; 6 to 8 A. M., Sat.                |
| GSB     | 31.59                                         | Davenport, England                | 2-6.30 P. M.                                             |
| CNR     | 37.33                                         | Rabat, Morocco                    | 3.30-6 P. M., Sun.                                       |
| HBP     | 38.47                                         | Geneva, Switzerland               | 6.30 to 7.15 P. M., Sat.                                 |
| HJ3BD   | 40.55                                         | Bogota, Colombia                  | 7.30 P. M. to Midnight                                   |
| HC2RL   | 45.00                                         | Guayaquil, Ecuador                | 9.45 to 9 P. M., Sun.; 10.45 P. M. to 12.45 A. M., Tues. |
| PRADO   | 45.31                                         | Riohamba, Ecuador                 | 10 P. M. to 12.40 A. M., Tues.                           |
| REN     | 45.38                                         | Moscow, U. S. S. R.               | 2-7 P. M.                                                |
| H11ABB  | 46.51                                         | Barranquilla, Colombia            | 8-11 P. M.                                               |
| YV3RC   | 48.78                                         | Caracas, Venezuela                | 5.30 to 10.30 P. M.                                      |
|         | 48.00                                         | Army Aircraft                     | Daily                                                    |
| PK1WK   | 49.02                                         | Bandoeng, Java                    | 6-7.30 A. M.                                             |
| YV2RC   | 49.08                                         | Caracas, Venezuela                | 6.15 to 11 P. M.                                         |
| YV3RMO  | 49.39                                         | Maracaibo, Venezuela              | 7.30-14 P. M.                                            |
| CP3     | 49.34                                         | La Paz, Bolivia                   | 7.30 to 11 P. M.                                         |
| HIX     | 49.50                                         | Samo Domingo                      | 9.10-11.10, Tues., Fri.                                  |
| DJC     | 49.83                                         | Zeesen, Germany                   | 9.45 to 11.30 P. M.                                      |
| RV39    | 50.00                                         | Moscow, U. S. S. R.               | 3-7 P. M.                                                |
| HJHABA  | 51.49                                         | Colombia, S. A.                   | 2-5 P. M.                                                |
| HC3B    | 73.00                                         | Quito, Ecuador                    | 8.30-10.45 P. M.                                         |
|         | 67.87                                         | All Ships                         | Heard Irregularly                                        |
| RV15    | 70.65                                         | Khabarovsk, U. S. S. R.           | 2-4 A. M.                                                |
| KFZ     | 45.34, 31.57, 25.36, 23.19, 32, 17, 14 and 33 | Byrd Expedition at Little America |                                                          |

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

Friday, August 24 - Chicago Symphony on NBC-WJZ at 10 P.M.

Highlights

Table with P.M. column and program listings from 3:00 to 10:30.

(All programs are listed in Eastern Daylight Saving Time, Eastern Standard Time is one hour earlier. Central Time is two hours earlier.)

Main program schedule table for Friday, August 24, listing times and program titles.

Table listing musical acts and their programs, including Charles Sears, Time, weather, temperature, WBZ, etc.

Main program schedule table for Friday, August 24, listing times and program titles.

Director



PHIL HARRIS presides over the "Listen to Harris' programs on Friday evenings at 9 on the NBC-WJZ chain."

Singing Stranger, WJZ WBZ WHAM KDKA WSM WFLA... Musical program, WJZ WBZ WHAM KDKA WSM WFLA... Phil Harris, organist, WOR... Chicago Symphony Orchestra, WEAF WEEI WWSM WFLA...

Organ, WHAS, 30 m. Vibro-organ, organ, WMCA Recordings, WNBX... 6:30 P.M. EDT; 5:30 EST; 4:30 CT... News and Horatio Zino's Orchestra, WEAF, 30 m... Scores, current events, WEEI News and Phil Emminger's Orchestra, WGT, 30 m... Dorothy Page, songs; news at 6:40, WJZ Temperature, weather, WBZ Comely Stars, KDKA Jack Armstrong, WLW Nap and Dee, WJZ WOR News and Blue Ridge Mountaineers, WABC Jim Burgess, WCAU Boys Club, WCAU Rod and Gun Club, WMCA WGN Orchestra, WGN John Angell, WNBX 6:45 P.M. EDT; 5:45 EST; 4:45 CT Studiochorus, WEEI Lowell Thomas, news, WJZ WBZ WHAM KDKA WLW WFLA Semifinals Women's National Tennis Championships, from Forest Hills WABC Buddy Welcome's Orchestra, WCAU "Real Life Drama," WJZ WOR Little Orphan Annie, WGN Piano, songs, WMCA 7 P.M. EDT; 6 EST; 5 CT Baseball Resume, WEAF Gould and Sheffield, WEEI WJZ WFLA John Johnson's Orchestra, WJZ, 30 m. (KDKA at 7:15) News, ERA program, WBZ, 30 m. Piano, news, KDKA Virginia Marucci's Orchestra, WLW, 30 m. Piano program, WGN Household Music Box, WABC, 30 m. Robbins' Orchestra, WCAU Serenade, WHAS Ford Frick's songs, WOR Olive Jones, songs, WMCA Ben Porter, sketch, WGN Sport, WNBX 7:15 P.M. EDT; 6:15 EST; 5:15 CT Gene and Glenn, WEAF WEEI WGY WFLA Fox Fur Trappers, WABC Sam RKO Orchestra, WCAU WHAS Front Page Drama, WOR Stapleton, Buroff and Miller, WMCA Palmer House Ensemble, WGN Recordings 7:30 P.M. EDT; 6:30 EST; 5:30 CT Dickens Sisters, WEAF After Dinner Revue, WEEI, 30 m. Piano, WGN Music Box, WABC, 30 m. Grace Hayes, colortalk, WJZ WSM Twentieth Century Ideas, WBZ Nancy, Martin, KDKA Bab Newhall, WFLA Melody's Garden, WFLA Paul Keast, baritone, WABC WCAU WFLA WBSB WLW WJZ Jack Arthur, baritone, WOR News and Soiree Musicale, WMCA, 30 m. Sports, WJZ WOR John Angell, WNBX, 30 m. 7:45 P.M. EDT; 6:45 EST; 5:45 CT Sisters of the Skillet, WEAF WGY Frank Buck, WJZ WBZ WHAM KDKA WBSB WLW WJZ Melody Masters, WLW Boake Carter, WABC WCAU WHAS Women's Clubs' Federation, WJZ WHAM Concert, Edwin Oul, baritone, WJZ Arm Chair Driver, KDKA William Hargrave, baritone, Carrie Little's Club, WMCA Story Book Ltd., WNBX 8 P.M. EDT; 4 EST; 3 CT Musical program, WJZ WBZ WHAM KDKA WSM WFLA Child Wee's Orchestra, WJZ, 30 m; KDKA The Monitor Views the News, WBZ June Yahrns, KDKA Music, WSM Three Star Voices, WLW 30 m. Joy Hayes Orchestra, WABC WHAS Safety Talk, WPG "Whirlwind Pianist," WOR Sally's Poem, WMCA, 30 m. Poems, WNBX 8:15 P.M. EDT; 7:15 EST; 6:15 CT Prizette Symphony, WLW String Music, WSM, 30 m. "Guilty or Not Guilty?" WFLA Columbian, WABC WCAU WHAS Meyer Davis' Orchestra, WRCO, 30 m. Orchestra, WGN 8:30 P.M. EDT; 7:30 EST; 6:30 CT Farm Forum, WGY 30 m. Public Affairs Council, Robert Lund, WJZ Jamboree, KDKA, 30 m. Unbroken Melodies, WJZ True Story Court, WABC WCAU, WPG, Organ, WHAS Varieties of 1934, WOR, 30 m. Lone Ranger, WGN U. S. Army Band, WMCA, 30 m. 8:45 P.M. EDT; 7:45 EST; 6:45 CT Jack and Lovena Clemens, WJZ WHAM WBSB WLW WJZ The Guardians, WBZ Skit, WLW Sam, Gil and Louie, WHAS "More Than News," WMCA 9 P.M. EDT; 8 EST; 7 CT Wally Tate, Frank Munn and Vivienne Seegal, Abe Lyman's Orchestra, WEAF WEEI WGY WLW, 30 m. Phil Harris Orchestra, Leah Ray, WJZ WBZ WHAM WBAI KDKA WSM, 30 m. Voice of Friendship, WHAS California Melodies, WABC WCAU, 30 m. Jerry Baker, tenor, WMCA Orchestra, WGN "The Wigh's Tale," WOR, 30 m.

9:15 P.M. EDT; 8:15 EST; 7:15 CT "The Friend of the Family," WABC WHAS "Women and Money," WMCA Concoy Stars, WGN 9:30 P.M. EDT; 8:30 EST; 7:30 CT One Night Stands, Pick and Pat, blackface comedians, WEAF WGY, 30 m. Varieties, WJZ, WGN Phil Baker, WJZ WBZ WHAM KDKA WSM WFLA 30 m. In the Modern, WABC WCAU WHAS, 30 m. Hotel Traymore Orchestra, WPG, 30 m. Norman Brenkenshield's Orchestra, WOR, 30 m. Revue of 1934, WMCA, 30 m. Wayne King's Orchestra, WGN 9:45 P.M. EDT; 8:45 EST; 7:45 CT Jane Proman, Hayton's Orchestra, WLW Anson Weeks' Music, WCAU 10 P.M. EDT; 9 EST; 8 CT The First Nighter, June Meredith, WEAF WEEI WGY WSM, 30 m. Martin Cozzi, baritone, Lucille Manners, WJZ WBZ KDKA, 30 m. Castle Farm Orchestra, WLW "Spotlight Revue," Stoopagale and Budd, Frank Crumit, Carol Deis, WABC WCAU WHAS, 30 m. Enoch Light's Orchestra, WPG, 30 m. "Historical History," WOR Aristotle Brecher's Orchestra, WMCA News, WGN 10:15 P.M. EDT; 9:15 EST; 8:15 CT Billy Loser's Orchestra, WBZ "What's This and That," WLW Current Events, WOR Milton Kellam's Orchestra, WMCA Dream Ship, WGN 10:30 P.M. EDT; 9:30 EST; 8:30 CT Jack Benny, Mary Livingston, Frank Parker, tenor, and Doc Restor's Orchestra, WEAF WEEI WGY WSM WFLA, 30 m. Chicago Symphony Orchestra, WJZ WHAM KDKA, 30 m.; WBZ from 10:45 Colored Harmonic Singers, WJZ Dance Tunes, WOR, 30 m. Gypsy Ensemble, WMCA, 30 m. Ted Weems' Orchestra, WGN 10:45 P.M. EDT; 9:45 EST; 8:45 CT Carlisle and London and Warwick Sitters, WABC WCAU WHAS Movie Broadcast, WPG Hal Kemp's Orchestra, WGN 11 P.M. EDT; 10 EST; 9 CT George R. Holmes, Washington News Bureau, WEAF WEEI WGY WSM WFLA, 30 m. E. B. Ridenout, WEEI The Colonials, WGY, 30 m. Charlie Davis' Orchestra, WJZ, 30 m.; WJZ KDKA from 10:45 Time, weather, sports, WBZ KDKA "Unaltered Mysteries," WLW, 30 m. Sports, WJZ WGN Ernk Bucky, WSM Murray, songs, WABC WHAS WLW WJZ WPG Jimmie Carr's Orchestra, WOR, 30 m. Orchestra, WMCA, 3 hrs., 30 m. June Provines, WGN 11:15 P.M. EDT; 10:15 EST; 9:15 CT Orlando's Orchestra, WEAF WEEI Gene and Glim, WSM Isham Jones Orchestra, WABC WPG Frank Stuart's Orchestra, WOR, 30 m. Lum and Abner, WGN 11:30 P.M. EDT; 10:30 EST; 9:30 CT Freddie Martin's Orchestra, WEAF WEEI WFLA, 30 m. Ray Nichols, WGY, 30 m. Sammy Watkins' Orchestra, WJZ WBZ WHAM KDKA, 30 m. Roaming's Orchestra, WLW, 30 m. String Music, WSM Frank Stuart's Orchestra, WOR, 30 m. Wayne King's Orchestra, WGN 11:45 P.M. EDT; 10:45 EST; 9:45 CT String Music, WSM Charles Barnett's Orchestra, WABC WPG Jan Savitt's Music, WCAU Anson Weeks' Orchestra, WGN 12 M. EDT; 11 P.M. EST; 10 CT Dream Singer and Harold Stern's Orchestra, WEAF WEEI, 30 m. Bob Grant's music, WGY, 30 m. Eddie Duchin's Orchestra, WJZ WBZ WHAM WCAU WSM WFLA, 30 m. News and Castle Farm Orchestra, WLW, 30 m. Leo Le Balzaco's Orchestra, WABC WCAU WHAS Little Jack Little's Orchestra, WPG, 30 m. Frank Stuart's Orchestra, WOR Roger Van Dusen's Orchestra, WOR 12:15 A.M. EDT; 11:15 P.M. EST; 10:15 CT Charles Barnett's Orchestra, WABC WCAU Ted Weems' Orchestra, WGN 12:30 A.M. EDT; 11:30 P.M. EST; 10:30 CT Gordon Gray's Orchestra, WEAF WEEI WGY, 30 m. Paul Williams' Orchestra, WJZ WBZ WHAM KDKA WSM, 30 m. Dancing by the Sea, WABC WCAU WHAS WJZ WBZ East Burnett's Orchestra, WGN Earl Burnett's Orchestra, WLW

Advertisement for POWERS Asthma Relief, featuring a product image and text: 'has been a boon to the afflicted for over 50 years. 6 oz. 60c - 18 oz. \$1.20.'

STATION DIRECTORY Page 4

# Reflections

By Diana Herbert

The MICROPHONE'S Fashion Observer

**P**RESENT TRENDS that will continue into the Fall and Winter. These are worthy of consideration, for no one wants to be caught by some fascinating bargain that still seems immensely smart, but will prove to be a white elephant in three weeks time. And the shops are full of them!

**TAFFETA AND FAILLE** are safe bets in spite of their season-long popularity. In prints they are superlatively chic for immediate wear; in dark, solid colors they make afternoon dresses and dinner frocks of foremost importance in the Winter mode. A Parisienne elegant appeared recently in a tailored suit of black taffeta printed with dull rose flowers; her blouse was of rose silk organdie with a double butterfly jabot worn outside the jacket. Topped off with an enormous capeline the whole effect was crisp, cool, distinguished and delightfully feminine.

**MARJORIE ANDERSON** chose black taffeta printed with field flowers for the kind of dinner outfit which would be useful anywhere, but especially when traveling or on a cruise. The dress low in front, unadorned and trailing very slightly behind. Accompanying it a sleeved jacket with a vuff, which is most becoming as well as useful in masking the décollete.

A **SMART** dinner dress is of dark blue or black faille with an organdie front of the same shade sewed onto the neckline and wound around the shoulders to form short, ruffled sleeves. When cold weather arrives the organdie can make way for lame or velvet or a bright shade of taffeta ribbon.

**RUFFLES**, when they are used discreetly, are replete with charm and chic.

**JEAN COLBERT**, one of radio's rising young actresses, wears a flattering chiffon dress with long plain sleeves, a deep V neck outlined in ruffles and a graceful skirt likewise edged with a ruffle.

**KNIFE-PLEATED** blouses are effective at neck and hem of a glazed chintz dinner dress. A tiny pleated frill outlines a bold square décollete. Ruffles are also used to dissimulate the daintily slit skirts of the new evening dresses.

## Lies Over Radio Under U. S. Fire

(Continued from Page 1)

It is asked for copies of advertising "continuities" on the air. Some advertisers have been notified that their ads were false.

The 10 networks have complied with the requests of the Commission. During July the Commission received 1,364 weekly reports.

## Guizar and Harps Return

**TITO GUIZAR**, the Mexican troubadour, and the Brillo Harp Ensemble, will again be heard over the WABC-Columbia network every Sunday at 12:30 P.M. The series will start October 7.

## What's In A Name Dept.

The magic wand of the broadcasters has changed "The Lullaby Lady" into "Dream Girl" and now she sings love lyrics instead of nursery rhymes. She sings Tuesdays and Thursdays at 6:15 P.M. over the WMCA network.

## 'British Radio Far Superior to American'

(Continued from Page 3)

casting is much inferior to that in America in that (a), technical transmission is much poorer than with us, (b), the British wireless is sometimes silent for whole minutes between programs, without explanation, (c), American radio entertainers are paid tremendously larger sums than are their British confreres and therefore must be better, on the logical assumption, that price is the thermometer of goodness, and that (d), American broadcasting fits American ideals as to private initiative, rugged individualism and giving a few people a nice chance to make a lot of money.

I should like to register my opinion that all these arguments are without merit. After some little study of both systems, I believe that the British plan is about 1000 per cent superior to the American and that the best thing we could do would be to adopt it.

I do not believe the censorship in England is worse than that in the United States.

It is perhaps true that a few American programs, notably those with comedians, are superior to British programs of the same type; but for me, and for many other listeners, the nauseous advertising which accompanies the comedian is an insuperable obstacle to enjoyment.

I was told in London that nowadays, as always, the best post to which the most brilliant young men from the universities aspire is a place on the foreign service. The next best is a place on one of the chief newspapers, such as the London Times, and the third is a place with the British Broadcasting Company.

Certainly nothing of this sort is true in the United States.

## She's "Blue"



NINA NASH is a "blues" singer with HAROLD STERN'S Orchestra which plays four times a week over the NBC networks.

## Q. and also A.

Q. From where do the Four PEABODY Brothers come?

I. R., Frankfort, Ky.

A. The PEABODY Brothers come from Memphis, Tenn. MORTON DOWNEY discovered them when they were bellhops in a Memphis hotel.

Q. My little boy would like to know the real names of the principal characters on the Skippy program.

Mrs. F. L. M., Proctorsville, Vt. A. Skippy is played by FRANKLIN ADAMS; FRANCIS SMITH plays the role of Sooky; and JEAN NORMAN plays Carol.

Q. If I send the radio stars fan letters, do you believe they will answer me?

N. S., Dubois, Pa.

A. Because many New York radio stars receive such a number of fan letters, they are not always able to answer them all. But many make a valiant effort to do so. If you enjoy the stars' programs, there is no reason why you should not tell them so. Every letter adds to their prestige in the eyes of the sponsors or the station.

## Cupid In Code

A radio star, who broadcasts once a week from New York, has a lady friend out in Hollywood. When he broadcasts, he uses a code so that he can send private messages to her.

## "Free Air" On Air



AND IF YOU ELECT ME I PROMISE I'LL... BLAH... BLAH... BLAH...

HE ALSO WRITES FINE HOT AIR MUSIC

# Nimblewits

By Everett Smith

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

**N**O. 1. (No time limit) A good time by all!  
ZY XWV UTSWX RVQVPU WY NTX OWML, RPNT LW, KU NL LJU RNMUUM JWVOU ZT KWOLWT WHUM PNKXWM GNX FUUIUTG.

## Sweeping Changes For Radio

By The MICROPHONE'S Special Washington Correspondent

Study of the new law governing radio, enacted at the last session of Congress, is being made by an American Bar Association committee, with a view to submitting recommendations at the next session of Congress.

Sweeping changes will be proposed, the committee will say in its report to the association's annual meeting in Milwaukee, Wis., August 28 to 31. No indication was given as to the nature of the changes, but it was implied that radio's swift development calls for evolution in the governing laws to keep pace.

Changes in the regulations affecting the character, quality and quantity of broadcasting service for listeners were hinted as being needed. The report will say:

"The commercial consequences of the communication commission's regulations will be far-reaching but in all probability the social consequences will be even greater."

The association's standing committee on communications consists of JOHN W. GUILDER, Washington, D. C., attorney, chairman; JOHN C. KENDALL, Portland, Ore.; WALTER A. LYBRANDT, Oklahoma City, Okla.; BETHUEL M. WEBSTER, Jr., New York City, and DOUGLAS ARANT, Birmingham, Ala.

## Germans Produce All-Current Set

By The MICROPHONE'S Special Washington Correspondent

A German manufacturing concern has just placed on the domestic market the first locally-produced alternating and direct current superheterodyne radio receiving set, Vice Consul C. T. ZAWADSKI, Berlin, has reported to the United States Department of Commerce.

The set is a four-tube model equipped with a hexode mixed step, an intermediate frequency step with back coupling, and is provided with a power amplifier pentode and an end pentode.

Hum noises from the network are said to be no greater than on alternating current receivers of a similar construction. An indirectly heated 20-volt loud-speaker tube is used for rectifying the anode current.

The new all-current set is said to have the advantage that there is no need for switching over when changing from one class of current.

## STATION DIRECTORY

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No. 2. (3 minutes) If you think this is SOFT, you may find it HARD. At any rate, by changing only one letter at a time, and forming a proper word each time, change SOFT to HARD in five moves.



No. 3. (2 minutes) Here is an example of an ancient type of problem. If five times four make thirty-three, what will the fourth of forty be?

No. 4. (3 minutes) GREAT fun. In the three-minute time limit, see if you can form as many as 14 3-letter words from the letters in the word GREAT. Of course, GRATE is a five-letter word from the same letters.

No. 5. (2 minutes) Transpose the letters in the "words" below to make proper words, and then rearrange the words to form a proverb.

EMIT THICTS A ENNI NI VESAS

Answers to Last Week's Nimblewits

No. 1. Foremost puzzlers and cryptographers of the United States and Canada will meet in Boston on Labor Day. Why not join them?

No. 2. As an example use the digits, 1, 1, 7, 7, 7. Place one figure in a left-hand column so that it will appear as 11,7,7,7. These add to 32.

No. 3. Vallee, Baker, Yenn, Penner.

No. 4. Ring, Tefse, Robed, Copses.

No. 5. A has eight dollar bills and B has eight quarters.

## For Southern Listeners

The programs of WEAF or WJZ may be heard over:  
WFLA-WSun Clearwater, Florida  
WFB Atlanta, Georgia  
WWSB New Orleans, La.  
WQAI San Antonio, Tex.  
WSM Nashville, Tenn.

The programs of WABC may be heard over:  
WQAM Miami, Florida  
WJVM Washington, D. C.  
WHT Charlotte, N. C.  
WTAR Norfolk, Va.  
WBIG Greensboro, N. C.

## Middle Western Listeners

The programs of WEAF may be heard over:  
KSD St. Louis, Mo.  
KYW Chicago, Ill.  
WMAQ Chicago, Ill.  
WTAM Cleveland, Ohio

The programs of WJZ may be heard over:  
WENR-WLS Chicago, Ill.  
WGAR Cleveland, Ohio  
WJR Detroit, Mich.

The programs of WABC may be heard over:  
WBWB Chicago, Ill.  
WIK Cleveland, Ohio  
WCCO Minneapolis, Minn.  
WMOX St. Louis, Mo.  
WHAS Louisville, Ky.

Note: Outstanding local programs of these stations are regularly listed in The MICROPHONE.

# Hill Keeps Busy

By Douglas D. Connah

AS THIS is being written, two days after his last broadcast of the season, news commentator Edwin C. Hill is starting a vacation trek to the Maine woods. He is somewhere in the secluded backwoods near the Canadian border, far from the busy world which occupies his attention so thoroughly for the major part of the year.

There he will indulge his favorite hobby, trout fishing, and rest for one of the busiest years of his colorful career, for his current absence from the airwaves is a richly merited vacation.

In September—on the 17th, to be exact—newscaster Hill will start his fourth season of CBS broadcasts, returning to continue his talks on "The Human Side of the News" each Monday, Wednesday and Friday.

He also will continue his syndicated daily newspaper stories and, as in the past, will dash off a book or so and any number of magazine articles. As if this were not enough to keep him busy, he will add a new venture to the list, becoming the interpretive voice of a newsreel.

World events are at a new peak of interest, and Hill, delineator of the news scene, will be assured of both material and media in interpreting "the human side" of dramatic and thrilling events to millions of Americans.

His present retreat to the backwoods recalls, with an interesting contrast, a similar vacation in the Summer of 1930. Year in and year out, it has been his custom each Summer to eschew his sartorial splendor for old clothes, chin stubble and moccasins, and to leave the stir of the metropolis for the calm of the Maine woods.

At that particular time Hill, although he was known as one of the country's leading journalists, was far from the national fame which he has more recently enjoyed and to which the microphone has elevated him. Though he faced no such strenuous season as that now in prospect, he was relaxing from the always tiring life of a star reporter.

The only link between Hill and far-away civilization was a fire warden's telephone into his camp, a single line stretched for 25 miles along the ground. He was summoned to the telephone one morning and found a friend, an executive of CBS, on the other end of the line.

The caller informed him that The Literary Digest planned to put a news commentator on the air and urged him to break off his vacation and hurry to New York for the auditions. Hill never had made a public speech and he hardly saw how radio could have a place for him. Besides, the trout were biting exceptionally well, so he went right on fishing.

When he returned, some weeks later, the auditions were still in progress and he was persuaded to have a belated try. But the magazine already had decided on Lowell Thomas, and Hill went back to his newspaper job, thinking the whole business pretty silly.

An advertising agency representative had been at the audition, and later, when one of its clients wanted a news commentator to broadcast over a Newark station, the adman thought of Hill's colorful prose and his magnetic delivery.

Thus came the coincidence that newsdom's best dressed reporter started broadcasting for a clothier. Impressed by the popularity of their commentator and the good results of the program, the sponsors decided to "go network." So, in the Winter of 1931-32,

Hill made his network debut over Columbia, billed as "The Man in the Front Row."

When the series expired, Columbia signed Hill as a sustaining artist. The success of his "Human Side of the News" programs opened the eyes of radio critics and the broadcasters themselves, who never had dreamed that a commentator could command the popularity he achieved almost over night. Since then he has captured, by a large majority, top honors in his field in the National Radio Editors' Poll in both 1932 and 1933 and has registered similar victories in many local popularity contests.



EDWIN C. HILL, CBS news commentator, who now is preparing for his busiest season.



5¢

Radio

Weekly

# MICROPHONE

THE ORIGINAL U.S. RADIO NEWSPAPER

Programs For Week Ending August 24



Lois Nixon, "Dixie Songbird"