Government Declares War Against Trick Names In Radio Advertising

Secret Radio Agreements Probed

Ownership Of Stations Demanded

Rabbi Stephen S. Wise, Gifted Orator, Speaks Over Radio On Monday

Address to Feature Jewish New Year Services

A rare opportunity for the general public to hear a gifted orator is presented on Monday, September 10.

Following back from abroad, where he was elected president of the World Jewish Congress, Rabbi Stephen S. Wise will broadcast over the WABC-Columbia network from 11:15 to 11:45 A.M.

His address will be the feature of the Jewish New Year services at the Free Synagogue, Carnegie Hall, New York City. Dr. Wise's address will be preceded and followed by choral music.

Founder and rabbi of the Free Synagogue and honorary president of the American Jewish Congress, Dr. Wise was born in Budapest, Hungary, and educated at the College of the City of New York and Columbia, having honorary degrees as well from Temple and Yeshiva Universities. A former commissioner and child labor for the State of Oregon, Rabbi Wise now is a trustee of the National Jewish Welfare Board.

In addition to his religious activities, he has a long record of public service and was founder of the Near East Relief, as well as founder of the Zionist Organization of America. His efforts have won many honors, among them is Chevalier of the Legion of Honor of France.

Rabbi Stephen S. Wise, President of the World Jewish Congress, who broadcasts on Monday, from New York.

Trademarks Menaced by Chiselers

By The MICROPHONE'S Special Correspondent

Warfare has been declared by the Government against trick names on radio receiving sets and equipment for radio devices.

The idea of trying to make the spurious names look legitimate can appear to be the genuine and as a result to the public, as if the real manufacturer had not been subjected to the attention of the Federal Trade Commission by a consumer organization, and as if the real names of the manufacturers are not known to the public.

The Federal Trade Commission has made public a complaint charging that certain imitations are made of well-known trade names to radio sets manufactured and sold by companies not connected with the manufacturers suggested by the trade names.

The Crystal Palace Radio Corporation of New York, is the respondent in the case, and has been ordered by the Commission to cease and desist from the use of the trade name.

(Continued on Page 15)

You See As You Phone

American telephone and radio officials are keenly interested in an announcement from Berlin that the "television-telephone" has been successfully tested between Berlin and Munich.

So favorable were the results of the trial that German authorities are planning to link the large cities with the "television-telephone" and to extend the service, as soon as the comparatively high present cost of the apparatus involved can be reduced.

Germany already is broadcasting sound films from what is called a "television car." With this car, which is equipped with developing and transmitting apparatus, scenes and sounds are ready for reproduction one minute and 30 seconds after the sound picture camera, mounted on the car's roof, has finished taking them.

Pictures

IRVING KAUFMAN, a drawing by G. E. RUNYAN

RABBI STEPHEN S. WISE, Page 1

GOGO DILLY Page 2

EMERY DEUTSCH Page 3

ROSEMARY LANE Page 4

Colonel STOOGES Page 5

GRACE ALLEN Page 6

MADAME Page 7

MADGE TUCKER and child Page 8

LIZZIE BILL HUGGINS Page 9

JANE FRAZEM Page 10

DANNY MALONE Page 11

LUTHER BOWERS Page 12

JESSICA DRAGETTE Page 13

VERA VAN Page 14

ARLENE FRANCES Back Cover

Ogden Mills To Speak

Ogden L. Mills, former Secretary of the Treasury, will broadcast a speech from the Women's National Republican Club of New York, on the WABC network on Monday, September 17, at 4:30 P.M. His subject will be "The Constitution of the United States."
Joe Cook, Inventor

THIS MACHINE WILL ACCURATELY COUNT THE MONEY AS FAST AS THE ADMINISTRATION SPEWING IT.

MANY investors and gadget-makers apparently do not think that some of the weird creations, which Joe Cook describes in his House Party program, are as goofy as they sound. Since he has been on the air, Cook has been approached by 20 inventors who claim they have made models which prove the inventions are practical.
Census Shows That Radio Is Picking Up

Deutsch’s Gypsy Orchestra Arranges Music As It Plays

Members Of Band Play Without Scores

By Hilda Cole

A YOUNG MAN, well versed in the gay string music of Budapest and Vienna, cabarets, came to radio in 1927, determined to "Gypsy" the airwaves. He predicted that Gypsy music would come into vogue in America, though the fox trot and other modernization of holding full sway.

EMERY DEUTSCH, a fitter making his violin sing for some years in comparative obscurity, has now every reason to say "I told you so," because Gypsy music has taken hold on this Continent.

Now Gypsy orchestras are adding "Old World" atmosphere to many American metropolitan cafe and night club.

And EMERY'S CBS program, Romany Trail, is the latest word in authentic Gypsy melodies blended with "captioned" popular tunes. He brought melodies of a Romany nature into Tom Paine's "best seller" class when he wrote "Play Fiddley Play" and "The Gypsy Temperament" bringing Gypsy music to the airwaves with spontaneity and also with finish is a problem that EMERY has solved. Maestro DEUTSCH explained:

"A real Gypsy orchestra plays by ear. It does its own harmonizing, its own arrangements as it goes along. That is traditional Gypsy style—but many of the best orchestras would sound terrible on the airwaves, because of a certain tree-like quality of playing which sounds uncanny is actually the orchestra, too."

EMERY'S radio orchestra of six strings has all the facility of a Gypsy band for following every whim of the first violin—but it has also that proper "balance" the effect of which is spontaneous without being sloppy.

Romany Trail is one of the few programs on the air which does not require a massive budget and "borrowing" the orchestra from some other line to round out the大道. This program is self-sustaining.

As the number of Gypsy broadcasts increases, the number of people who will be attracted by the music will increase.

EMERY, leader of the Gypsy Ensemble on the Romany Trail program, stands over the Columbia network.

A Number Of Their Tunes Are Not Written

tried to find them in any music library."

EMERY, who is an authority on the peculiarities of the walk and Gypsy tunes, has the greatest musical memory in 5,810 different. He collected the Gypsy folk songs by roaming the Hungary states and searching out cabarets where such music was played. It is an unforgettable spell over him.

He was enchanted by the beauty and soul-stirring quality of these simple folk songs with their rhapsodic style. The musicians, he says, played from their hearts and not from printed scores.

Police Motorcycle Radio Successful

By The MICROPHONE'S Special Washington Correspondent

Experiments with radio receiving sets for policemen's motorcycles have proven successful in the District of Columbia.

Some of the motorcycles used by cops are being equipped so that the blue lights will flash and the police bull-letins broadcast by headquarters.

Where motorcycle cops use side cars, business men and other para
dromers are kept in the side cars and the receivers are placed on the underdeck.

Where no side cars are used the entire set is placed on the handle bars with an earphone and speaker or ability to drive.

While the motorcycle men can sometimes hear a message but do not know what it means, they have no difficulty in hearing while coasting along.

Greece Constructs A-Radio Station

By The MICROPHONE'S Special Washington Correspondent

Greece and Albania are the only countries in Europe without radio stations and now Greece is planning to receive the new broadcast station in Athens and a smaller one in Salonica, according to information received by the Department of Commerce.

Two-Voiced Singer

TELL ME THAT AGAIN IN A BARITONE VOICE
I LOVE BARITONE.

NEIL BUCKLEY, soloist with Decca Broadcast Orchestra, has just signed a contract with NBC for the next season. He has been in the business for many years but he has never been a baritone. It was discovered that he had a baritone voice and he was taken on by NBC. Now he is a baritone and he is happy with the change.

Japs Battle China's Giant Voice On Air

By George Lilley

Across the Pacific, short wave broadcasting has taken a hold in the radio set-up. Japan, already with a fine string of 20-kilowatt broadcast band stations and blue prints for a few additional 100-kilowatt stations, is building up its combat the activities of a giant air voice at Nanking, China, has decided it is a time to enter world-wide other competition.

Since early Summer an Oriental wave, under the calls of JV4, has been making frequent appearances during the early morning on a wave of 2739 meters (10.74 mega). Reception as a whole here in the East could be very much better, but nevertheless, it is an improvement over former trans-Pacific radiations, and the schedule of broadcasts is fairly regular—generally each morning between 5:40 and 8:40 EST.

The programs cast to the international wireless market have been a branch of the Tonio National Chain, which carries the cream of Nippon air entertainment. Besides the strand of the Oriental musical fare, American short wave fans often are able to catch the Japanese newscasts given in English on each day's transmisa-

Two-Voiced Singer

TIME MARCHES ON!...

And we find that those Studios still offer the most outstanding opportunities for Radio and Stage Training in Dramatics, Song, and all branches of broadcasting and theatrical work, with an authentic curriculum prepared by PROFESSIONAL and trained personal, at a low cost. If you have talent, we can develop it for you, and can select you out of the crowd. If, after an initial period of no contract obligation to you, there seems little likelihood of your finding a place in radio broadcasting or in the stage, you will be released without cost. The number of opportunities which has resulted in more advancement than anticipated. A permanent member of the team for your audition.

STATION DIRECTORY

Page 4

140 BOYLSTON STREET, BOSTON
Sunday, September 9 - "Roses And Drums," NBC-WJZ at 5 P.M.

Far Away

P.M. EDT; 9:01 CT

10 P.M. EDT; 10:01 CT

11 P.M. EDT; 11:01 CT

12 A.M. EDT; 1:01 CT

Sundown, the Offere's Gate, WABC, New York, N. Y.

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Sundown, the Offere's Gate, WABC, New York, N. Y.
What of Television?

For THOUSANDS of years the theatre, in one form or another, has held a prominent position in the life of people. The spectacular has, today, a thrill for the average man. Anything theatrical, depicting perhaps his own emotions in life, his trials and joys, a living picture of himself, has an appeal that is universal and eternal.

The stage has proved its importance and has recently become the most important of all the mass media. However, are there not more than a handful of real shows in theatre today.

Even without television the possibilities of showmanship are tremendous, but what has happened to television? What do the radio listeners get? Dull, uninteresting programs presented in a way to disguise the average person when with a little planning and the services of a capable person trained to appreciate the tastes of the audience all radio stations could raise their standard of broadcasts from the ridiculous to, if not the sublime, at least a point whereby they would not be comparing their intelligence of their average listener to that of a child of eight.

With television staring us in the face, let us hope that we will not be subjected to the horror of seeing as well as hearing bad programs.

Extensive Fall Productions Are in Order

By Dick Templton

New York Correspondent

A FLIGHTING glance at the Fall floods of theatre to the radio listener gives yet another piece of firm evidence that while Black, NBC's general musical director, is the most accurate of all the prophets in radio. For in January it was Black who said: "Extensive productions will be the order of the day for the new radio season which will start in the middle of September."

Recent announcement of a series of hour programs to be called "The Gibson Family" furnishes the most conclusive proof offered. In addition to being an unusual feat along production lines, the new show will present the first original musical comedy series ever written for radio—and it will be the work of a well known author and two of the land's best known song writers.

Radio experts have known for a long time that such an undertaking, skillfully presented, would overshadow the best musical programs on the air today. A few composers were approached with the idea and most of them shied away from the task. Turning out four or five good songs each week seems, as like so much.

Finally, Capital City and ANGELO, director of the new program, determined that two men who could write songs to fit into successful Broadway revues on order and who could, when asked, provide a tune for this picture or that, should be the men to introduce a program in the atmosphere of a show of the Gibbons. So he sat up to them—at the same time he entertained Courtney Ryley Cooper with the idea of developing a running story or book for the musical comedy, Cooper, who had written a number of successful plays, agreed. The show was put into rehearsal; it will bow in on WEAF's network Sept. 15 at 9:30 P.M. And while numerous other productions are being made ready for radio, notably the one featuring Scotland Yard and the trout story, it has been in the air since it has come into being. Thus was the show born, and it is expected to knock out the competition.

It is a wide departure from radio's standards, but the idea behind the show is that it is a musical comedy that will be broadcast to every part of the world and will be seen by millions of people. The show is expected to run for six months, and it is hoped that it will be seen by millions of people.

Gracie Allen

Many interesting sidelights on the taste of radio fans are being found out by a bevy of investigators from Station WSM in Nashville, Tennessee. For instance, the town of Anniston, Alabama, prefers religious hymns as favorite radio fare. In Akron, Ohio, the heads of families prefer news broadcasts. In Atlanta, Georgia, the men prefer dance orchestras, while the ladies are more interested in topics on domestic science and cooking. The children there prefer half fiddle music.

George Burns and Gracie Allen are back home after a seven weeks tour of Europe. "Well, it certainly is nice to be back in Ireland," were Gracie's first words after the return, "through the pockets of the customs officials. George revealed that upon their arrival at Southamp, a British warship demanded for Gracie, "But," he added disappointedly, "every shot missed her.

Carlyle Stevens, CBS announcer, is generally pretty cool-headed. But the night he started announcing a broadcast, his hands were trembling violently and he kept biting his lips.

All the time he kept glancing at the control room seeking some sign of relief. Finally an engineer scribbled something on a piece of paper, after he had laid a session with the telephone. He held the paper up so Carlyle could see it. Immediately the young man brightened and did a jig around the studio.

The sign read: "IT'S A BOY."

To Subscribe to The Microphone

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

(Subscription $1.50 per year, postage)
Page Six

THE MICROPHONE
Saturday, September 8, 1934

Monday, September 10 - Drama Given on NBC-WJZ at 9.30 P.M.

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

7 A.M. - 6:30 A.M.  CT  

7:45 A.M.  EST;  6:45 A.M.  CT

8:00 A.M.  EST;  7:00 A.M.  CT

8:30 A.M.  EST;  7:30 A.M.  CT

9:00 A.M.  EST;  8:00 A.M.  CT

10:00 A.M.  EST;  9:00 A.M.  CT

12:30 P.M.  EST;  11:30 A.M.  CT

1:30 P.M.  EST;  12:30 P.M.  CT

2:00 P.M.  EST;  1:00 P.M.  CT

3:00 P.M.  EST;  2:00 P.M.  CT

4:00 P.M.  EST;  3:00 P.M.  CT

5:00 P.M.  EST;  4:00 P.M.  CT

5:30 P.M.  EST;  4:30 P.M.  CT

6:00 P.M.  EST;  5:00 P.M.  CT

6:30 P.M.  EST;  5:30 P.M.  CT

7:00 P.M.  EST;  6:00 P.M.  CT

7:30 P.M.  EST;  6:30 P.M.  CT

8:00 P.M.  EST;  7:00 P.M.  CT

8:30 P.M.  EST;  7:30 P.M.  CT

9:00 P.M.  EST;  8:00 P.M.  CT

9:30 P.M.  EST;  8:30 P.M.  CT

10:00 P.M.  EST;  9:00 P.M.  CT

10:30 P.M.  EST;  9:30 P.M.  CT

11:00 P.M.  EST;  10:00 P.M.  CT

MAXINE, who refuses to disclose the rest of her name, is the minion of Phil Stullaney's orchestra, which is heard frequently on both networks.

Charles Manahan, WABC.

Basset, Chicago, 11:15 A.M., WGN, 1 hr.

Washburn, 9:15 A.M., WGN.

Wilson, 2:45 A.M., EST.

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Charles Manahan, WABC.
Radio’s Lady Next Door’ Builds Programs Around Her Cast

Has Been On The Air For Seven Years

Here’s the story of a girl who has taken the place of hundreds of thousands of fathers, mothers, uncles, aunts and other miscellaneous relatives throughout the length and breadth of the land.

How many thousands of times B. J. (Bette Jerman) have the above-mentioned fathers and mothers heard the plaint: “Tell us a story”? And then came the figureative scratching of heads and finally nothing more original than the tale of the Three Bears.

Not that story-telling by the elders of the household has disappeared, but their attempts are now augmented by the loud-speakers.

This, then, is the story of the girl back of the loudspeaker, known far and wide as “The Lady Next Door”. And who doesn’t know of a “lady next door”? she of the convenient cookie jar and the entertaining stories?

Directs Children’s Programs

Almost everyone as a child has known of such a real personage. Now radio has made her universal. Many of you may not even know her name, except by title. She’s the individual who is in charge of children’s programs for the National Broadcasting Company. And although she is quite young, she is a veteran in so far as broadcasting is concerned.

She is gracious Madge Tucker and the idol of children of the radio audiences.

It wasn’t so long ago that she was a child in Centralia, Illinois. But there she learned that her father owned the largest store in town. To school she went first at Centralia and then later at St. Louis and Chicago.

To round out her education she attended George Washington University. And while there she discovered her love for radio.

Early she thought of herself in connection with the stage. And so she became a pupil at the American Academy of Dramatic Arts in New York.

Despite the fact that the stage has beckoned several times, she has found something more interesting. It started when she got a place on a Washington radio station, telling children’s stories, nearly seven years ago.

A Pioneer In The Field

Before she knew it the National Broadcasting Company had been organized and she was asked to come into the new network’s program division to take charge of all juvenile programs. There she has been ever since. Twice the stage called and she resigned her position only to exercise her right of “mind changing” and recall the resignation.

In the early days she originated many popular features for juvenile entertainment and laid the groundwork for others.

This, then, is the story of the girl who is known far and wide as “The Lady Next Door.”

Directress

It was a little more than three years ago that she originated her Lady Next Door series. Since then it has been presented as a daily feature over an NBC-WEAF network.

Her technique differs from that of many story tellers. She isn’t content with merely telling the tales. Instead she gathers children around her, puts them in front of the microphone, and then they act the stories out.

The Children Help

This is done in such a way that the children at the other end of the “Mike” imagine themselves participating in treasure hunts, airplane rides, hiking trips and a score of other activities. Let her explain:

“I want a program in which everyone is a part of it,” she declares. “And when I say ‘takes part,’ I don’t mean ‘lectures.’ It is ridiculous to expect children, many of them only four or five years old, to act. They want to play and that’s what I let them do.”

Miss Tucker takes simple, easily understood themes. She weaves her script around the children in the studios, about their lives, and includes many of their own ideas.

If the children in the studio were talking about treasure hunts, then the scripts soon would turn up with a treasure hunt. She makes up her cast list and then produces the program around that fact.

In rehearsal she lets them read their lines without any coaching or instruction. If a child has difficulty in interpreting a line, then that line is changed. The child is not corrected.

“We must be natural,” she says.

One of her earliest tasks was the direction of ‘The Step on the Stain’, radio’s first original mystery drama.

A Modern Miss

Miss Tucker is a modern miss, not at all the ‘auntie’ type. The children never call her “Aunt Madge.” She is always the “Lady Next Door” or Miss Tucker.

Around Manhattan she drives a snappy automobile, which her followers have christened “The Cream Puff.”

And her apartment is a duplex. Some time ago she decided to move to a less expensive apartment. And so she informed her landlord, who asked that she remain on her own terms. He explained that his children would never forgive him if he allowed her to move. They were among her most ardent fans.

The Lady Next Door is only part of Miss Tucker’s work. She also supervises the Sunday Morning Children’s Hour, heard over an NBC-WJZ network with Mr. Tom J. Crask as master of ceremonies.

Just as present she is conducting her listeners through the thrilling “Adventurers of Mystery Island.” The general programs under the head of “The Lady Next Door” are a series of short continued serials.

And so her audience is following “Missy and Jack,” who are in camp with a crowd of boys and girls on Mystery Island. They discovered a pirate ship in the bay and board it, only to be captured. Later they discover the identity of the pirates and all’s well that was well.

This and That

There is no question of the existence of anything to be the contrary, that the networks do respect the intelligence of the radio audience, that they are aware that listeners do want to hear from people who know what they are talking about.

No program is better illustration of that than the previously mentioned children’s programs. The harmonious broadcasts with Gilman and Taylor as commentator and announcer. It had dignity and authority.

It is to be hoped that when the program is resumed next month both again will be at the same posts.

Crowley Address On Air

Leo T. Crowley, chairman of the federal Deposit Insurance Corporation, will outline the government’s efforts to protect the savings of the average home-owner in a broadcast from Washington over the CBS-WABC network on Tuesday, September 17, at 6:35 P.M.

POWERS’ Asthma Relief

has been a boon to the afflicted for over 50 years.

6 oz. 60c - 18 oz. $1.20.

Bay of Your Local Druggist’s or Write Direct

E. C. POWERS COMPANY

Box 62, Dorchester Center Station, Boston.
The Clank of Armor

I AM NOT PADDED

DURING a recent movie preview on the "45 Minutes in Hollywood" program, sound engineers had to reproduce the clank of medieval armor. They puzzled their heads and finally achieved the effect by bouncing a wooden necklace off a padded vibraphone.

Every subscriber to or holder 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 the friends you'd like to become familiar with The Microphone. A sample copy will be sent promptly to each name given, without obligation.
Presents, Among Others, These Contributors:

Gerald Chittenden
Dorothy Adlow
Morris Hastings
Diana Herbert
L. A. Sloper
Carleton Pearl
Hal Hull
Parke O'Brien
Margaret Lloyd
Philip N. Hobson

And The Serio-Comic Cartoons Drawn By

Henry Harmony

Q.—NOW has become a quarterly? A.—Yes, after the August issue, NOW will be published four times a year, the next issue appearing late this Fall.

Q.—Same price for the quarterly? A.—Same price; 15 Cents for one copy. Subscribers may have twelve issues for $1.50 if they send cash, check or money order to the Circulation Manager, No. 34 Court Square, Boston, Massachusetts.

——The MICROPHONE, Inc.
Wednesday, September 12 - Lombardo-Land, NBC-WEAF, 10 P.M.

**Highlights**

**P.M.**

- "A Layman Looks at Music," NBC-WEAF

11 A.M. EDT; 10 CT

- 11:00 "The Morning Edition," WJZ
- 11:15 "A Layman Looks at Music," NBC-WEAF
- 11:15 "John Davis and John Spiers," WABC
- 11:30 "John Davis and John Spiers," WABC

12:30 A.M. EDT; 11 CT

- 12:30 "The Morning Edition," WJZ
- 12:30 "John Davis and John Spiers," WABC
- 12:45 "The Morning Edition," WJZ

1:00 A.M. EDT; 12 CT

- 1:00 "The Morning Edition," WJZ
- 1:00 "John Davis and John Spiers," WABC
- 1:15 "The Morning Edition," WJZ

1:30 A.M. EDT; 11 CT

- 1:30 "The Morning Edition," WJZ
- 1:30 "John Davis and John Spiers," WABC
- 1:45 "The Morning Edition," WJZ

2:00 A.M. EDT; 1 CT

- 2:00 "The Morning Edition," WJZ
- 2:00 "John Davis and John Spiers," WABC

2:30 A.M. EDT; 1 CT

- 2:30 "John Davis and John Spiers," WABC

3:00 A.M. EDT; 2 CT

- 3:00 "The Morning Edition," WJZ
- 3:00 "John Davis and John Spiers," WABC

3:30 A.M. EDT; 2 CT

- 3:30 "The Morning Edition," WJZ
- 3:30 "John Davis and John Spiers," WABC
- 3:45 "The Morning Edition," WJZ

4:00 A.M. EDT; 3 CT

- 4:00 "The Morning Edition," WJZ
- 4:00 "John Davis and John Spiers," WABC

4:30 A.M. EDT; 3 CT

- 4:30 "The Morning Edition," WJZ
- 4:30 "John Davis and John Spiers," WABC
- 4:45 "The Morning Edition," WJZ

5:00 A.M. EDT; 4 CT

- 5:00 "The Morning Edition," WJZ
- 5:00 "John Davis and John Spiers," WABC

5:30 A.M. EDT; 4 CT

- 5:30 "The Morning Edition," WJZ
- 5:30 "John Davis and John Spiers," WABC

**Lovely Earl**

Ralph Waten, WFIA

Earl Otis is as versatile a performer as anyone in the business today. His strong speaking voice and his sure command of the rhythm make him a popular choice for any dramatic role.

2:45 P.M. EDT; 4:30 CT

- 2:45 "John Davis and John Spiers," WABC
- 3:00 "The Morning Edition," WJZ

3:30 P.M. EDT; 5 CT

- 3:30 "The Morning Edition," WJZ
- 3:30 "John Davis and John Spiers," WABC
- 3:45 "The Morning Edition," WJZ

4:00 P.M. EDT; 5:00 CT

- 4:00 "The Morning Edition," WJZ
- 4:00 "John Davis and John Spiers," WABC

5:00 P.M. EDT; 6 CT

- 5:00 "The Morning Edition," WJZ
- 5:00 "John Davis and John Spiers," WABC

6:00 P.M. EDT; 7 CT

- 6:00 "The Morning Edition," WJZ
- 6:00 "John Davis and John Spiers," WABC

**STATION DIRECTORY**

Page 4
Introducing

FAERING forth from Simmons College not so long ago with a beating background of the intricacies and lore of domestic science, the Miss Ruth Walker we hereby introduce—perhaps then would have scoffed at the idea that the microphone was to welcome her radio career. Her voice, dignified yet easy of origin, and called by Ora Dool, the Edison Company's "Friendly Kitchen"

RUTH WALKER Kitchen On-

server." On this interesting period heard 11:30 P.M. over WEEI on Mon-
days, Wednesdays and Fridays, Miss Walker shares the speaking assignment with Miss Helen Price of whom an introduction will subsequently be presented.

One of the prime movers in the activities of the Edison domestic science service for the past few years, Miss Walker has had the opportunity to substantially and intermittently prepare her radio work with lettered demonstra-
tions. Thus was her eligibility established to tell to the radio public the source and story of so many amazing, historical and romantic stories, on a variety of subjects, which make the interface with "The Friendly Kitchen" so appealing. By self admission she entered a few suppressed qualities about her initial radio assign-
ment. Today she stands an ex-
ponent of how habit forming a wireless little device such as a microphone can be. "Radio let-
ter writers are very appreciative, says she, and lends to their acknowledgments, I believe, are still the most practical measure with which to keep alert to the public's wishes." Her subjects are widely varied and at the same time in delicate contrast to the stereotyped run of broadcast finding inspiration in the field of domestic science.

The author of Miss Walker's presentations, having a flair for the unusual, will day by day hand her script on the story of John Hall, who gave his daughter a marriage dowry of her weight in pinecone shrimps or about the cider made by a Rhode Island merchant from apples of a tree which came from the Garden of Eden. Other typical topics are "How Colonial housewives div-
ered purple pumpkins, and of the In-
dian vegetables they cooked in their forty-pound iron kettles" which leads to an account of the Indians to find Noniamentum and their "Muggle". About tea bottlers and the lady who served guests with ice which she had pooled, buttered and salted.

Of course, if the closing of any little story is a delicately told and brief commercial transition to correlate the theme of the broadcast with the work of the Edison, Friendly Service Kitchen, that Miss Walker would tell you, like the "Observer's" broad-
casts, is a service to every home, each public utility. In other words, she's in love with her work and doesn't hesitate to say to you, you and also you...

THE TREASURE ADVENTURES OF DONALD AYER

Carleton Ockerman, just back from his last vacation, is planning to artist in a strenuous mood after a session with the microphone on the merits of the "Schools of the World" to which he is a member of the choral boy from Michigan. ..

NEWS WEEI BRIEFS

Carleton Ockerman, just back from his last vacation, is planning to artist in a strenuous mood after a session with the microphone on the merits of the "Schools of the World" to which he is a member of the choral boy from Michigan. ..

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A Murder Is Broadcast While Lombardos Play Soft, Mellow Music

They Came To Fame From London - Ontario

An Incident In the Career Of The Band

The time was about 1927. The place was Chicago.

One day the owner of a not-too-well-known North Side night club went to the owner of a Chi-
cago radio station.

"Look here," he said. "My business is dying on the vine. I'm darn near broke. I have a band down at my club and I think the boys would make a hit over the air. Further-
more, the fee is going to be advert-
sing. I believe it would put my business in the black. Can we get together?"

"What band have you got?" asked the station man.

"Well, they're not very well known," the night club owner replied. "They call them- selves The Royal Canadians. Fellow by the name of Lombardo, has three brothers in the band."

"I've never got any money," asked the station man.

"Just a few hundred dol-

lars," replied the other.

"All right, I'll take a chance," said the radio man.

"But you don't know anything about them, do you?"

"No, but I'm willing to try anything. You'll have to see what you can do with them."

The station manager was not very hopeful about the band. He didn't know them or who they were. But he agreed to have a try.

A few weeks went by. The band didn't make much noise. There were other bands that were better known. The radio manager felt that it was a mistake to have brought the band to Chicago.

But the band didn't quit. They came back. They tried again. And they got noticed.

They were from the Chicago Lombardo brothers. They were the nucleus of the Royal Canadians now playing at the Walddorf-Astoria in New York. They are heard over the NBC-WB network every Wednesday at 10 P.M.

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The Band Grows

Even then young Guy was trying to produce a different kind of dance music. He wanted a soft, melodious cadence. At first engagements were few and far between.

Then the band was augmented. Young George Lombardo took up the drums and Liebert attempted the trumpet. Francis Henry strummed a mean guitar and Fred Hogan mutter- ed into a "Mike."

They got a job at a dance pavilion. Later came an offer to make a small vaudeville tour. So they selected a swanky name for themselves. They called the band The Royal Canadians. Hot cha!

They got as far as Cleveland on the tour and much to their surprise received an offer from a country night club. They accepted. They opened at a small country club, then stayed on in a Chicago night club. They had made it.

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Reflections
By Diana Herbert
The MICROPHONE's Fashion Observer

A FEW WEEKS ago we enumerated for you some of the signal new- ensembles, fashionably speaking, at our Eastern seaside resorts. We intended to follow this by an account of what our overseas cousins were wearing for their seaside sojourns.

Unfortunately for our purpose the August cruise season is known as "en vacance" until August, and this year she has been especially late in leaving the account of the migrated gaiety of the Paris season. What with fighting races, private balls and outdoor fetes, Paris has been exceedingly festive.

August, then, finds us chic Parisiens at one of the beaches—Douvaine, Deauville, Cabourg, St. Troupez—and September will find us at Biarritz or sunny Sun Satelit, just across the Spanish border. On good days the beach dress, trim, delicate, and accompanied by hats and asworn jacket, is almost a uniform. This is worn with a large hat, preferably in natural-colored straw, and flat-billed caps also of natural straw, fastened to the dress of imported Morrocan leather. The stretch-line skirt is often slit at the side.

FLORENCE CASE, our own radio singer, has several of these dresses in linen, which she has had chicken, crinkled jackets in interdiction, and with laminates to the feet colored to match the dress. For a garment to be worn as a drop waist, the skirts should be in heavy natural straw, fastened by a natural straw, fastened by a natural straw hat, and "sailed" for sunny shade and cut on the sides and back.

To the Airst Program

THE MICROPHONE will broadcast in its "Reflections" column short paragraphs about the various events that happen in the world of radio during the coming week.

Sperber Joins Kasper-Gordon

NATHANIEL H. SPERBER, formerly advertising manager of the Franco-American Corporation, has recently joined the Kasper-Gordon studios in Boston as assistant commercial director.

The studios are radio program producers.

Sperber was at one time conductor of the Enns-Jetty Melody Orchestra, heard on the radio.

Radio Taxi Drivers

LET'S TAKE THE FAT ONE

We're so sure your body is a helmet, just like a bee's, that we can't help smiling when we see you:

"What about that funny fat one on your car?"

"It's just a decoration."

"Don't you think it's a bit much?"

"It's a novelty."

"And how do you like it?"

"It's swell."

"But why do you have it?"

"It's for decoration."

"But it looks like a helmet."

"It's a novelty."

WILLIAM M. SLADE

Nimblewis
By Everett Smith

"Whit Teasers" on Sunday at 11:30 A.M. from WBZ

N. O. T. (No time limit) What must one possess to be able to solve these radio telephone number teasers? Here are some of them to give you a start:

T.W.E.A.F. hands one a letter and a number every minute until he or she has solved them all.

1. (1 minute) The company of|

2. (2 minutes) The company of

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Answers to Last Week's Nimblewis

No. 1. A clock. It's just like a clock, but it tells the time.

No. 2. Geography, History, Latin, Spellin, Arithmetick, Pen, Pencil, Ruler, Paper, etc.


No. 4. All work and no play makes Jack a dull boy. Let not thy right hand know what thy left hand doth.

No. 5. Poverty—over the river.

Party Politics On Air

Current political problems will be discussed from partisan viewpoints by Representative Robert Bacon, Republican of New York, and Edward R. Burke, Democrat of Nebraska, in a broadcast over the CBS-NBC network on Tuesday, September 11, at 11 P. M.

After the Theatre

Barbecued Chicken
In a quiet nook at

SLADES BARBECUE
528 Tremont St.—967 Tremont St.
435 Columbus Ave.
BOSTON, MASS.

Open All Night
A FEW WEEKS ago I was asked to give an impersonation of Connie Bennett, the movie actress, doing one of the "Forty-five Minutes In Hollywood" programs. I was both thrilled and a bit frightened, for Connie Bennett is perhaps the most difficult person in movieland to impersonate. It is a fearful task in itself but thrilling when accepted. It was some months ago that Marion Hopkinson and I—Marion first gained radio fame by vividly impersonating Mrs. Franklin D. Roosevelt—were assigned to study Miss Bennett's voice. We haunted movie houses, seeing every film in which Connie was playing, in Manhattan, Brooklyn and the Bronx, in suburban Long Island and New Jersey towns, in an effort to digest and then attempt to simulate her vocal qualities and each little nuance and inflection.

In that time Marion and I probably saw ten pictures in which Miss Bennett played, some of which we viewed three and four times, and then competed against each other in an audition for the honor of impersonating her. Marion won at that time and gave a creditable performance. The memory of that performance only added to my fear on learning later that I was to impersonate Miss Bennett.

Making a living by broadcasting impersonations of public personalities—in the case of "Forty-five Minutes In Hollywood," by impersonating movie stars—is a fascinating but precarious profession. One must give an authentic impersonation of any given subject at any time, or hamper his or her career.

I have been mimicking people since early childhood, nearly 20 years, but not until a year ago did I start to capitalize on it professionally. Before that I acted straight roles on the stage, playing chiefly on the road but also appearing in a couple of Broadway productions.

Don Stauffer, director of "Forty-five Minutes In Hollywood," first employed me as an impersonator. He believed that a talent for mimicry is inborn, whereas I still am inclined to the belief that anyone of average ability can learn the art. Yet I know that it is a difficult art. Those who impersonate movieland's stars in the movies have many peculiarities in their speech difficult to mimic.

From this past experience, I should say that professional radio mimics are fortunate when they live in New York. That city probably provides as many types for study by impersonators as any city in the world.

Therefore, a professional mimic can study any type he may wish to impersonate. One must study a type before impersonating that type. Movie stars have many peculiarities in their speech difficult to mimic.

By Arlene Francis

"Forty-five Minutes In Hollywood" programs sometimes almost live in movie houses. Each week we dramatize scenes from some new Hollywood production, through the cooperation of the producing company. This enables us to see special previews of the picture in question, previews which usually are given in Broadway projection rooms of the producing companies. Sometimes the picture will be shown for us as often as six times, taking practically two days, while at other times we are able to impersonate the performances of stars after seeing the film only two or three times. After the previews we devote hours to rehearsals.

After spending so many hours a week learning to impersonate one person, the art of mimicry becomes an obsession. A stranger seeing me walking along a street, riding in a taxi or subway, or sitting in the lounge of a broadcasting studio, probably would think that I mentally unbalanced. I am forever studying the voices of persons—eavesdropping on them, to speak, and watching their every mannerism. I become so engrossed in persons that often, much too often, I catch myself repeating their words half aloud and copying their gestures. You might think that a radio actor, while imitating a person's voice, is merely indulging in unnecessary color and showmanship by also imitating the person's physical mannerisms, but it is surprisingly true that one best imitates another's voice by also imitating his personal mannerisms of speech.

A person's voice is indefensibly linked with his actions; one complements the other.

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