

Long Wave  
Short Wave  
News Spots  
& Pictures

# MICROPHONE

THE ORIGINAL U.S. RADIO NEWSPAPER

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the Copy  
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Volume III, No. 37

WEEK ENDING SEPTEMBER 21, 1934

\* Published Weekly

## This and That

By Morris Hastings

IT MAY BE, as JIMMY LEONARD so earnestly declares in another column of *The Microphone*, that new talent stands very little chance in local studios.

But it does seem to me that an effort is being made to foster novel programs—novel, that is, for local broadcasts—with the "same old voices" as stars.



MORRIS HASTINGS

An example is the new Fox program, broadcast over WEEI on Sunday evenings. On it ROLAND WINTERS, BUDDY CLARK, RAKOV and the young lady from the CHARLIE and WILLIE sketches hold forth with a good deal of spirit and humor.

I suspect that whoever it is that writes the programs has been listening to the JACK BENNY broadcasts—but that's no disgrace. You'll be surprised how easily WINTERS, who was the soul of dignity and propriety when he announced the Esplanade concerts a few months ago, fits into the BENNY shoes.

Another program I found interesting was one given recently on WNAC by a small string orchestra, called the Rhythmic Stringfonia, under the direction of RICHARD A. HAGGERTY and EDWARD E. OGNOFF.

The directors had made for the orchestra, members of which doubtless have played many times on the same station, a number of unhackneyed and intelligent arrangements of popular and semi-popular tunes.

As for giving unknown talent a

(Continued on Page 15)

## Radio Beats Press In Liner Disaster

### Freedom of Radio Under Debate

#### Broadcasters Will Discuss Intervention

How Federal regulation of radio is to be harmonized with the freedom of broadcasters under the present American system will be the chief topic of discussion at the annual convention of the National Association of Broadcasters, to be held at Cincinnati on September 16, 17, 18 and 19.

Writing in *Broadcasting*, PHILIP G. LOUCKS, president of the Association, declares that broadcasters must oppose encroachment upon their freedom.

"There are limits beyond which government regulation cannot go without destroying the so-called American system of broadcasting and it is the duty of the industry itself to determine these limits," Mr. Loucks writes.

"Within these boundaries of necessary Federal regulation, broadcasters must oppose encroachment upon their freedom of operation. The line of demarcation between necessary Federal regulation and essential freedom will be definitely drawn as the program for the convention unfolds.

"There is no essential difference between the freedom of the press and the freedom of radio.

"Just as freedom of press

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### Tibbett Back Sept. 18

#### Featured As Singer, Actor Personality

LAWRENCE TIBBETT, eminent American baritone and member of the Metropolitan Opera Company, will resume his radio work on Tuesday, September 18, at 8:30 P. M., over the NBC-WJZ network.

The program, which will be presented weekly at the same hour, lasts 45 minutes.

On it Mr. TIBBETT will appear in a three-fold role—singer, actor and man.

He will sing operatic arias and popular ballads, as was his custom on former programs.

Included on the programs will be scenes from the films in which TIBBETT has appeared and also from plays in which he took part before he became known as a singer.

With JOHN B. KENNEDY, of the NBC staff, TIBBETT will discuss on the air various phases of his own career, bringing in anecdotes of celebrities whom he has known.

TIBBETT is a native Californian. After graduation from high school, the baritone eked out a living as actor and singer.

During the World War, Tib-

#### Three in One



LAWRENCE TIBBETT, eminent American baritone and member of the Metropolitan Opera Company.

BETT served as a sailor in Uncle SAM's Navy.

He went to New York and after intensive study was awarded a contract with the Metropolitan Opera.

It was in January, 1925, that TIBBETT scored a tremendous ovation in the comparatively minor role of FORD in VERDI's "Falstaff."

### Hampered In Giving Full Information

The importance of radio as a medium for disseminating news was dramatically disclosed in connection with the *Morro Castle* disaster off the New Jersey coast on September 8.

The public in the East got their first news of the burning of the liner from the radio report, as the accident occurred at too late an hour for the final editions of the morning newspapers and at too early an hour to be "hot news" for the afternoon newspapers.

While the dailies issued numerous extra editions during the day of the accident, it was the radio that kept the public informed of latest developments through bulletins broadcast at frequent intervals.

Despite the frequency and accuracy of the radio bulletins, supplied by the Press-Radio News Bureau, it was apparent that radio could have given more complete information in the morning had it not been hampered by existing regulations, formulated by the Radio-Press committee.

Both NBC and Columbia did not feel free to broadcast a list of known survivors and dead without fear of violating the press agreement.

Early in the afternoon, however, both networks sent radio equipment and announcers to New Jersey to broadcast latest developments from the scene of action.

In that way, stories of survivors were broadcast from the beach

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## Day Radio Is Improved

Special attention will be devoted to presentation of outstanding broadcasts during the daytime, it was decided at a recent meeting of CBS program officials.

The decision has been made because of the fact that there has been a substantial increase in fan mail for morning and afternoon programs and that the evening hours are to be filled with varied commercial programs.

According to present plans, new and more ambitious sustaining features will be offered in the morning and afternoon on the CBS chain for the benefit of this growing audience that listens to daytime programs.

Not only will new programs and personalities be developed in these programs, but a number of familiar radio "names" previously heard only in the evening also will be heard during the day.

Various departments of the Columbia Broadcasting System now are at work on the details of this latest trend.

## News Flashes

WEEKDAYS

A.M.

10.30 WEAFL Network: WEEI WGY WSM WFLA WSB  
WABC Network: WCAU WHAS WPG KMOX WBBM WCCO WJSV

10.45 WJZ Network: WBZ WHAM KDKA WLW WBAL

P.M.

6.30 WEAFL Network: WEEI WGY WSM WFLA WSB  
WABC Network: WCAU WHAS WPG KMOX WBBM WCCO WJSV

7.15 WJZ Network: WBZ WHAM KDKA WLW WBAL

SUNDAYS

A.M.

11.00 WEAFL Network: WEEI WGY WSM WFLA WSB  
WJZ Network: WBZ WHAM KDKA WLW WBAL

P.M.

11.30 WEAFL Network: WEEI WGY WSM WFLA WSB  
WJZ Network: WBZ WHAM KDKA WLW WBAL

[Important news is given over these stations, generally on the hour and half hour.]

## Cup Races Broadcast

Description of the America's Cup races will be broadcast over the NBC-WJZ and WEAFL chains each day the races are held, beginning Saturday, September 15.

The broadcasts will begin at 11.15 A. M. each racing day on both networks and continue throughout the day on alternating networks until approximately 4.30 P. M.

The races are held off Newport, R. I., and the contestants are *Rainbow*, American yacht defending the cup, and *Endeavour*, British challenger.

In order to capture the cup, the challenger must take four out of seven races from the defender.

The NBC announcing staff for the occasion includes WILLIAM LUNDELL, BEN GRAUER, FRED GADE, society yachtsman, and ROD STEVENS, naval architect.

One group of broadcasters will be aboard the Coast Guard cutter *Sebago*; the other group will be on the *Norsaga*.

The course is 30 miles long.

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# Educational Reformers And Broadcasters Line Up For Battle

## "New Deal" In Radio Is To Be Fought

By The MICROPHONE'S Special Washington Correspondent

Battle lines are being formed for a free-for-all fight before the Federal Communications Commission on whether fixed percentages of the radio broadcasting facilities should be allotted to non-profit programs.

Scheduled to start October 1, the hearings are attracting the attention of reformers, and the broadcasting companies were lining up to prevent a "new deal" which they claim will upset their business.

The National Education Association, outstanding educational organization in the country, is battling for greater recognition to purely educational programs on the air lanes.

Just how "educational" programs are to be defined was a matter to be left to the Commission and Congress. The whole thing will have to be decided by Congress, as the Commission's hearings are merely for the purpose of gathering information on which to base a report to Congress.

The report must be filed with Congress not later than February, 1935.

Ever since the Government took a hand in bringing order out of chaos in the ether lanes back in 1927, the fight to have a fixed percentage of the broadcasting facilities assigned to religious, philanthropic, educational and other non-profit organizations has been pressed by reformers.

Senator DILL (D) of Washington, co-sponsor of the DILL-RAY-BURN act establishing the FCC, blocked an amendment by Senators WAGNER (D) of New York, and HATFIELD (R) of West Virginia, allotting part of the broadcasting channels to the educators.

The compromise adopted called for investigation and report by the Commission.

## Frances Perkins Speaks Sept. 24

Portions of the meetings of the Boston Chamber of Commerce's retail board will be broadcast over the NBC-WJZ network on September 24th and 25th.

The first session will be broadcast on Monday the 24th from 1 to 2 P. M.

The speakers at that time will be FRANCES PERKINS, Secretary of Labor, and RICHARD WALDO, president of the McClure Newspaper Syndicate.

On Tuesday the 25th, beginning at 12.45 P. M., the speakers scheduled are WALLACE P. DUNHAM, Dean of the Harvard Graduate School of Business Administration; ALBERT D. LASKER, president of LORD and THOMAS, Inc., and EDGAR KOBAK, NBC vice-president in charge of sales.

In a broadcast beginning at 2.45 P. M., PAUL B. WEST, managing director of the Associated National Advertisers, will discuss "Advertising Costs—Their Part in Distribution."

**STATION DIRECTORY**  
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## Sound Effects Unnecessary in Air Drama—Director Brown

### Music and Voice Should Create the Mood

GEORGE V. BROWN, producer of the dramatic broadcast "Radiana," over WBZ and WBZA, holds that success in the radio theatre is largely a function of subtlety and suggestion.

BROWN belongs to the impressionistic school. He believes it is possible to create effects before listeners without bringing the "sounds" with you into the studio.

Such a belief is sheer heresy to the realists of radio, who insist upon filling the broadcasting stations with trick gadgets capable of simulating familiar sounds.

Music and the voice unaided can tell any kind of a story effectively, BROWN contends. When the action calls for the wash of waves against a rock, the skillful radio craftsman can make the effect real without recourse to the expedient of rolling pebbles over the head of a bass drum.

The characters, through their own words, can set the scene, paint the picture and convey the feeling the artist sought, to the radio public. It is a delicate art, but it has been and is being done. BROWN cites AMOS 'n' ANDY, radio's most popular dramatic team, who seldom have used extraneous sound.

Ten years of writing, acting and directing—both in the theatre and in radio—have enabled BROWN to hew out his own formula. He makes use of it in "Radiana" which, he says, borrows its technique from life and bases its tales on fact and fiction gleaned from here, there and everywhere.

"Radiana," heard every Wednesday from 10.30 to 11 P. M., already has told nearly a dozen stories to listeners of WBZ and WBZA, each of them different in theme, style and treatment.

Music forms an important part in the various productions, the majority of which



GRACE MACDONALD, who plays a leading role in the "Radiana" sketches.

are backgrounded in song, blended in such a way that the music becomes an integral part of the program and not merely incidental to indicate the change of scene.

"From the moment a story begins on the air," Brown explains, "there should be no interruption in the flow of the plot. When music is used for interludes, it should be not merely incidental, but rather an integral part of the whole.

"This intensifies the story's color and tends to clarify the meaning. A story on the radio is a succession of animated pictures, which produce a gradually heightening effect to the point of climax, and then fall away to a conclusion.

"The successful use of music, either as background or to indicate change of scene and lapse of time, will provide settings which may be like fine tapestries or draperies, against which the characters move.

"Music, like effects, properly utilized, will eliminate the long introduction to opening scene and the talkie interludes between the scenes that follow. Sometimes it is necessary to plant the scene

### Produces 'Radiana' Dramas Over WBZ-WBZA

with a few words in the early part of the dialogue."

The nucleus of hard-working thespians who do "Radiana" every week is composed of the cast which played "The Painter and His Daughter." That charming little sketch held forth from the NBC studios in Boston all last Winter. The players include GRACE MacDONALD, EMILY POTTER, GEORGE DANE, ARLENE SCOTT, CHARLES BEAL and FRANK SWEENEY.

Producer BROWN writes the scripts, casts and coaches his players, sometimes steps into a part, and otherwise helps to make the show go.

## Broadcasts from South On Increase

By GEORGE LILLEY

Short wave voices from the Spanish neighbors of the South are doing much these days in adding to the pleasure of high-frequency tuning after sun-down.

At the present period of the year, reception from across the Atlantic is picking up rapidly in the afternoons and early evenings. But along about dusk those European signals on 25 and 31-meters have been "hitting the slide."

Probably the Continental transmitters will remedy the situation in a month or so when they change to their 49-meter, Winter channels. In the meantime, short wave radiations from Central and South America are taking upon themselves the duty of entertaining night-time dialers.

Each day at around 6 P. M. (EST) the Caracas stations begin to reach enjoyable program volume.

(Continued on Page 13)

**MOVIE STARS Enthuse OVER THE NEW 1935 MIDWEST-16**

 WORLD-WIDE ENTERTAINMENT Hollywood, Calif.—Until I received my new Midwest radio, I had never thought it possible to bring an entertainment from half around the world so clearly. It has been a source of constant pleasure to me. JEAN HARLOW (Metro-Goldwyn-Mayer Star)	 AMAZING ALL-WAVE RECEPTION Hollywood, Calif.—I have tried many fancy but expensive radios. I give my Midwest the best set I have ever heard. It gives me super foreign reception and great radio reception. Its performance on all live wave bands is superb. I was very pleased. RICHARD ARLEN (Paramount Feature Star)	 ENHANCING FOREIGN RECEPTION Hollywood, Calif.—Not until I tried out my Midwest Model K-16 did I really appreciate what radio reception was. It enables me to hear distant foreign stations as clearly as local programs. CLAUDETTE COLBERT (Paramount Star)
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**Thrill to Unequalled World-Wide Performance with this—**

**Amazing NEW 1935 SUPER Deluxe 16-Tube All-Wave Radio**

9 TO 2400 METERS (12,000 MILE TUNING RANGE)

30 DAYS FREE TRIAL

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**DIRECT FROM LABORATORIES**

**BEFORE** you buy any radio, write for a **FREE** copy of the new Midwest 1935 "Fifteenth Anniversary" catalog. Learn why Midwest radios out-perform sets costing up to \$200 and more. Learn why popular movie stars like Jean Harlow, Richard Arlen, Claudette Colbert, Neil Hamilton, Maureen O'Sullivan, Gloria Stuart and Ginger Rogers prefer the Midwest Super De Luxe 16-tube All-Wave Radio.

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You, too, can make a positive saving of 30% to 50% by buying this more economical way. Why be content with ordinary so-called "All-Wave", "Dual Wave" or "Tri-Wave" receivers when Midwest gives you more wave lengths in today's most perfectly developed 16-tube Super De Luxe ALL-WAVE radios that are proven by four years of success... that carry an iron-clad guarantee of foreign reception.

**NOW ENJOY DX-ING HOBBY**

These bigger, better, more powerful, clearer-toned, super-selective radios have FIVE distinct wave bands: ultra-short, short, medium, broadcast and long. Their greater all-wave tuning range of 9 to 2400 meters (33 megacycles to 125 KC) enables you to tune in stations 12,000 miles or more away with clear loud-speaker reception. Now you can enjoy super American, Canadian, police, amateur, commercial, airplane and ship broadcasts... and derive new excitement from unequalled world-wide performance.

**NEVER BEFORE SO MUCH RADIO FOR SO LITTLE MONEY!**

Increasing costs are sure to result in higher radio prices soon. Buy before the big advance... NOW... while you can take advantage of Midwest's sensational values... no middlemen's profits to pay. You save 30% to 50% when you buy this popular way... you get 30 days FREE trial... as little as \$5.00 down puts a Midwest radio in your home. You can order your radio from the new Midwest catalog with as much certainty of satisfaction as if you were to select it in our great radio laboratories. Midwest gives you triple protection with: A one-year guarantee, foreign reception guarantee, and a money-back guarantee. Try the Midwest for thirty days before you decide. Send for FREE catalog.

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The new, big, Midwest 36-page 1935 catalog pictures a complete line of beautiful, artistic de luxe consoles and chassis... in four colors... a model for every purse. Hand made by master craftsmen, they harmonize beautifully with any furniture arrangement. Write for new four-color FREE catalog.

**MIDWEST RADIO CORP., Dept. 696 Cincinnati, Ohio.**

Without obligation on my part send me your new FREE 1935 catalog, and complete details of your liberal 30-day FREE trial offer. This is NOT an order.

Name \_\_\_\_\_ Address \_\_\_\_\_ Town \_\_\_\_\_ State \_\_\_\_\_

**WORLD'S GREATEST RADIO VALUE**

**\$57.50 with New Deluxe Auditorium-Type SPEAKER**

**16 TUBES AND ADVANCED DESIGN MAKE THE MIDWEST RADIO TODAY'S MOST POWERFUL LONG DISTANCE RECEIVER**

Try this super de luxe 16-tube All-Wave radio in your own home for 30 days—before you decide. The new 36-page catalog pictures complete line of artistic consoles and chassis.

**50 ADVANCED 1935 FEATURES INSURE AMAZING PERFORMANCE**

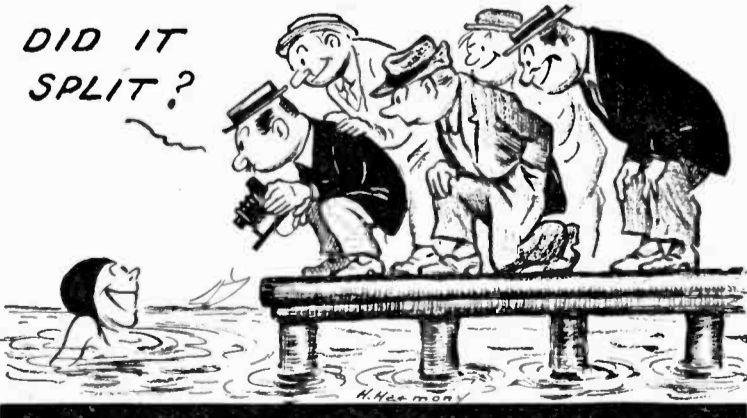
The many exclusive Midwest features include: A large air-plane type, modernized dial which is triple calibrated in frequencies, wave lengths and call letters. This exclusive feature, together with simplified tuning guide lights, enables you to tune your Midwest as quickly and accurately as an expert. Among the other features are: Controllable Expansion of Volume, Selectivity-Sensitivity (Micro-Tenator)... Fidel-A-Stat... Triple Calibration Plus... Pure Silver Wire... Ceramic Coil Form... Separate Audio Generator... Simplified Tuning Guide Lights... Compact Synchronized Band Switch... Amplified Automatic Volume Control... 7 KC Selectivity... Power Driver Stage... 16 Latest Type Tubes... etc... etc.

Read about these and other features in the new four-color FREE Midwest catalog. Fill in and mail coupon NOW!

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SEND FOR THE NEW 1935 MIDWEST CATALOG, AND COMPLETE DETAILS OF YOUR LIBERAL 30-DAY FREE TRIAL OFFER.

## Now It Can Be Told



NOW THAT the swimming season is drawing to a close, the story of MURIEL WILSON'S (MARY LOU of Showboat) rubber bathing suit can be told. She bought it for 47 cents. It's blue and white and everyone bet it would split when she went in swimming. But it has lasted all Summer.

**MIDWEST RADIO CORP., DEPT. 696 CINCINNATI, OHIO, U. S. A.**

Established 1920 Cable Address: Miraco... All Codes



# Radio Lane

By Jimmy J. Leonard

**B**OSTON is sadly in need of new radio material. People listening to local voices month in and month out, are beginning to wonder if our radio stars are signed up for life.

Rarely do they hear a different voice, and if we do, we are bound, by some misguided quirk of executive ability, to hear it for almost the rest of "the voice's" life.

Strangely enough, many radio executives who could alleviate this situation don't seem to give a good hoot. They travel the same old rut without the slightest attempt at executing novel program features. Because of this some good talent is kept sitting in an outer office, while listeners of a local show listen to the same old key.

To get an audition in some of the big Boston stations is much the same as pulling an eye tooth. Persons in charge of auditions shy from an auditioner, or make arrangements which run months and months in lieu of the date set. But if you are known! ! !

Take the case of a society deb whose father knew the management of a station. She was auditioned, classified and marked for radio instruction inside of 30 minutes. Let me assure you, this does not happen in every station, but an occurrence such as this may mean discouraging the persons who really have talent to offer from even coming into the studios.

FRANK PARKER still remains the idol of radio fans. FRANK is a product of New York's East Side. He comes of Italian parentage. When PARKER was graduated from high school, he turned to engineering. But it was too much to ask an athletic lad such as FRANK to stay in a close schoolroom.

Besides, his head was too cluttered with theatrical plans. In 1926, he decided radio was here to stay, and that it offered much future. He sang his first tune over the air with HARRY HORLICK, and has remained with HORLICK ever since.

BING CROSBY'S echo, JERRY COOPER, has gone up surprisingly in the minds of listeners. And also in the minds of CBS, because he's slated for a new spot.

ALICE O'LEARY was a very near winner in the "Hollywood Hotel" contest. She, we are informed, received the full percentage for her voice. When it came to reading J. P. McEvoy's snappy style, she missed out.

After the contest she had plenty of chance to take programs which would build her up for the merchants, but ALICE needs no build-up in Boston, and she came winging to the city that knows and appreciates her talent.

JACK BENNY'S new broadcast will be around the middle of October. JANE FROMAN, singer supreme, will please you folks in a new commercial starting September 30, FRANK BLACK at the baton.

FRANK BLACK takes part in another big spot, too. He'll wave the stick in a novel show given by NBC entitled "Radio City's Party." The date is September 15.

Next week the CBS executives will make the choice of announcers for the World Series struggle. Let us remind them that FRED HOEY has done even a better job on baseball reporting than at any other time in his radio career.



JERRY COOPER

# THE ORIGINAL RADIO NEWSPAPER MICROPHONE

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## Clean Up The Air

**D**RIVEN by adverse public criticism, the motion picture industry has begun to clean house; its recent announcements are rich in promises that soon there may be available to the patrons something better than talkies glorifying gangsters and their molls.

The public can—and does—stay away from insufferably bad motion pictures, and the public displeasure is reflected in diminished box office receipts, a powerful urge to producers along the present path of righteousness.

Against the producers of bad radio programs, the public has no such weapon at its disposal. Because it must, it suffers poisonous advertising plugs, endures indifferent entertainment, in the optimistic hope that things may improve. Of course the listening public always has the power to boycott a particularly offensive program by not listening to it, but that is not unlike tearing up an enemy's rubbers and praying for rain. At best, keeping the family radio silent is an individual and futile gesture.

The listening public is entitled to at least the same degree of protection as is belatedly afforded the movie-going public. The new Federal Communications Commission already is showing some interest in ridding the air waves of their most glaring abuses. It should be ruthless, if necessary, in protecting the public, confident that its efforts have the sincere backing of solid public opinion.

## American Program: First Lady, Robison

By DICK TEMPLETON  
New York Correspondent

**S**ELECTION of WILLARD ROBISON, "the evangelist of rhythm," as the orchestra director whose music will be heard on the same program with the First Lady of the Land as she goes commercial for SIMMONS Bed, is one of those rare strokes of genius that are only too rarely made by sponsors and program builders.

Mrs. ROOSEVELT is American. And so is the music of WILLARD ROBISON, himself a native of Shelbina, Missouri. ROBISON has been a disciple of the homely melodies of the hinterlands, of the wheat country and the wide rolling plains.

On all sides there were famous orchestras such as PAUL WHITEMAN, FRED WARING, GUY LOMBARDO. A favorite at White House social functions is the band of LEO REISMAN, wild-haired, violin-playing maestro of Boston's elite gatherings.

The suave tempos of JACK DENNY, too, have found more than ordinary favor in Washington.

But in mounting the rostrum to talk to America on this program series, Mrs. ROOSEVELT is to talk to the people of America. Just as one of the largest audiences possible is guaranteed the President, so is a huge army of arm-chair listeners promised the First Lady.

And the arm-chairs are not bounded by Boston Common on the North, Park Avenue on the South, Chicago's gold coast on the West and Sutton Place on the East.

Instead, trappers in the ice-bound stretches beyond Nova Scotia will be tuning in on the North. Outposts on the Rio Grande river will pick up her voice on their portable sets. Ships on the Atlantic ocean will tune in her program and the salmon fishers on the West Coast also will be interested.

The music of a man who is considered a native American, will be of far more interest to this vast divided audience than would that of any of the sophisticated synopators.

And yet the music of ROBISON is not without great charm for the so-called musical intelligentsia. His "Deep River Rhythms" have caused as much talk in their circles as have any of the efforts of the younger workers in modernistic colorings.

He has been able to combine the effect of revivalistic music with treatments of popular tunes and thus has earned the descriptive appellation, "the evangelist of rhythm."

Ever since he was 16 and had his own orchestra around the wheat country near Salina, Kansas, ROBISON has been playing music for Americans. He played in mining

camp and he played in the sleepy villages of the old South. His slow, languorous rhythms have come from a knowledge of the heartbeats of his own Americans.

His music is typically American—more so than the ragtime of two decades ago, more than the finer intricacies of GERSHWIN, more than the over-arranged niceties of the Broadway barons of blare.

Choosing ROBISON to support Mrs. ROOSEVELT isn't far from a stroke of genius.

Those interested in American programs will listen to the first installment of the new NBC "The GIBSON Family" broadcasts to be presented this Saturday.

ARTHUR SCHWARTZ and HOWARD DIETZ, collaborators for many Broadway successes, have written four hitherto unheard tunes for the original production.

# Studiosity

By Les Troy

**T**HIS LITTLE CORNER of The MICROPHONE does not believe in being namby-pamby. Nor is it particularly squeamish. For, if I remember correctly, AL JOLSON has been mentioned in it several times. And all this is by way of being a preamble to a story actually dramatized on the air.

For those of you who have heard the story, go no further. You share with me the feeling PENROD's dog had after taking a large dose of his



PAUL WHITEMAN

master's home-made smallpox medicine. Imagine the following fairy story told with deadly seriousness to a presumably intelligent audience.

Once upon a time a young man and his wife decided to move from their little apartment in the city to the country. There they had the cutest house, all covered with vines,

with a flower garden in back of it.

On the point of leaving, hubby looked around to see if they had left anything. He chanced on the bathroom where the old coral-pink curtains were still hanging and mentioned them casually.

His wife told him they were having blue in their new home. Then he looked in the medicine closet and noticed some soap and old toothpaste tubes. Being economical, he wanted to take them along; but no, his wife had arranged for blue accessories for the new bathroom.

So the very loving couple scrambled to the country.

Two days after their arrival HENRY, as I like to think of him, sat in the living room in a much disgruntled frame of mind. His wife wondered what the matter was because he hadn't so much as kissed the tip of her nose. She had a very nice nose and it made her wonder. HENRY liked the flower garden so much better.

So she asked HENRY about it. HENRY said he was feeling fine but he wished the bathroom was coral-pink instead of blue. After a good deal of hemming and hawing, wifey "got it."

So she went to the corner drug store and bought a few cakes of nice, coral-pink soap. And they lived happily ever after. And the announcer, instead of shouting, "Boo, you pretty creature," said "B. O., you pretty creature."

And may we mention that Mr. WHITEMAN'S Thursday evening hour show is again one of the best on the air. Everyone has a good time and you are likely to hear some of the best orchestral arrangements as well as some talented soloists, if you listen carefully.

It might interest you to know that E. R. JOHNSTONE, listed as "the creator of BUCK ROGERS," would like to break a hundred at golf and so he is seriously considering inventing what he calls a cosmo-para-magnetic ball that positively cannot miss the cup.

## To Subscribe to The Microphone

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# New Family Theatre Program Is Fashioned Out of Pandemonium

## Dreams of Jeanie Lang Come to Life

By ROSELLEN CALLAHAN

Listening to the soothing strains of BUDDY ROGERS' Green Stripe Orchestra and the lilting voice of JEANIE LANG on the Family Theatre program over the WABC-Columbia Network, one would never guess that this well-knit presentation was conceived under difficulties.

This smooth running show was fashioned out of pandemonium. As the date of the opening approached, the announcer was vacationing in the North woods, while the script writer and director were in New York.

But most disturbing of all, no leading lady had been found to sing with BUDDY and play the romantic lead in the musical story.

Then things began to happen. One afternoon the young maestro rushed backstage in the RKO Palace Theatre, and returned breathless with excitement.

He had just seen from out front the ideal girl for the job, and she was one of radio's own—JEANIE LANG.

### Five Year Dream

It meant the fulfillment of a five year dream for JEANIE. Ever since she had been an extra in Hollywood where BUDDY was a star she had longed to play opposite him.

In the years that had passed, BUDDY had organized his own orchestra, and switched to radio. Meanwhile JEANIE, the former extra girl, who got her start when she met PAUL WHITEMAN on a Hollywood lot, and replied to his question, "Can you sing?" with "No, but I can squeak," had become a star in her own right on radio.

Once having found the suitable leading lady, there were other obstacles to be overcome.

JEANIE, supported by "The Three Rascals," a male harmony trio, was in the midst of a tour of personal appearances. She was bound by contract to fulfill five weeks in the key cities of the South and East.

Negotiations were started to cancel the rest of the tour, and after no little dickering the young singer was signed to co-star with BUDDY.

### Backstage Romance

When the arrangements had been completed, the program director decided to weave a story about these two performers that would embody a backstage romance.

So each week the musical program is interlaced with the story of "JEANIE," daughter of an aristocratic family in straightened circumstances, who sees an opportunity of combining a means of financing an education for her little sister, "RHODIE," and the fulfillment of her hope some day to meet "BUDDY" in person.

She opens the old LANG mansion in the mountain town of Fountain Springs for dining and dancing, and offers an unlimited engagement to "BUDDY" and his orchestra at her place, painting the locale and opportunities afforded with the brightest of hues. BUDDY's acceptance opens the way to a series of romantic and adventurous episodes.

## Family Theatre Has Both Charm and Action



BUDDY ROGERS sings into the microphone while JEANIE LANG joins in sympathetically and the orchestra provides the suitable background.



JEANIE LANG, comely songstress of the Family Theatre broadcasts.

Having secured a leading lady, the next step was to find the right announcer for the program. Several tryouts proved futile, and the one man they knew would fill the bill was off in the North woods vacationing.

TRUMAN BRADLEY has had a diversified career in radio. In Los Angeles he was station manager, and announced the coast-to-coast programs emanating from the studios.

Practically all the big name stars of motion pictures have been introduced over the air by TRUMAN. He came East, joined the CBS announcing staff, and remained for several months. When he received an offer to play with his old friends, the Aces of "Easy Aces" fame, he went to Chicago and was heard in the role of "BRAD." The program subsequently was moved to New York, but TRUMAN remained behind, for he had become WBBM's star announcer.

### Into Canada

When BRADLEY finally had been traced to a log cabin in the Canadian woods, they summoned him to report back to work for

a new commercial assignment.

TRUMAN hated to cut short his vacation, but a chance to introduce such stars as BUDDY and JEANIE was not to be thought of lightly. So back he went, post haste.

The other members of the cast include "The Three Rascals," a male trio whose members are known separately as ROBERT KETH, FRED FURTSCH and ROBERT HARTHUN.

They made their first professional appearances in California, and have sung with several of the leading dance orchestras of radio.

For the past year "The Three Rascals" have been playing in vaudeville with JEANIE. Their catchy rhythms and "hot" arrangements are of their own making, each one of the boys taking a turn at it.

Vocal novelties are offered by JACK "SCREWY" DOUGLAS, whose singing might be called a cross between scat singing and vocal comedy. GENE CONKLIN sings the tenor solos, and other members of the orchestra are called

upon to make up the glee club occasionally heard.

### In Costume

The whole crew might well be a musical comedy cast. The orchestra boys cut fine figures in their white mess jackets and dark trousers, while BUDDY is garbed in the reverse order of white trousers and a pin-striped dark coat.

JEANIE, the picture of what a well-dressed prom-trotter should wear, appears in pastel evening gowns with slippers to match, and a little white ermine evening jacket.

The broadcast comes from the ballroom of the Medinah Club in Chicago. Many tests were conducted before the proper orchestra set-up was found for the best acoustical results. The marble walls, panelled mirrors and metal appointments in the ballroom made a peculiar echoing effect.

Instead of facing the orchestra to the audience, as is usual, which would result in the notes rebounding from the mirrors behind them, the men were placed across the orchestra platform, and the proper balance was obtained.

In the balcony, overlooking the orchestra, sit the engineer and LAWRENCE HOLCOMB of the FLETCHER and ELLIS Agency of New York, who writes the script and directs the show.

JEANIE stands on a platform, so that BUDDY and she will be of equal height while singing into the mike. Members of the cast are in direct line with the engineer and director in the balcony. Raising their eyes now and then from the script, they receive instructions from the balcony.

### The Preparation

The scripts for the show are written, directed and cast by Mr. HOLCOMB. They are planned three weeks ahead to allow time for revision and development of the plot.

HOLCOMB, who is a regular commuter from New York to Chicago each week-end, rehearses the scene in his mind and is ready to proceed when he arrives in the Windy City on Saturday.

The Wednesday preceding HOLCOMB's arrival, RAY APPLEBY, in charge of dramatic production, routines the program, and sets it for a dress rehearsal.

JEANIE and BUDDY meet several

times between Wednesday and Saturday to go over their numbers with "The Three Rascals." By Saturday everything is well set.

When HOLCOMB steps off the train in Chicago on Saturday he is ready to go into a conference about the musical numbers to be played two weeks hence, and to whip the next day's show into order. At 2 o'clock there is a dramatic rehearsal at the CBS studios, lasting until 4, at which time the orchestra arrives for a brief rehearsal.

On Sunday afternoon the cast rehearses at the Medinah Club until 6 P. M. The orchestra then comes in and there is a "dress" show for the next hour, then a breathing spell until the program takes the air at 9 P. M.

When the clock reads 9.30 P. M., the "Family Theatre" bids adieu to the audience for another week, HOLCOMB is on his way to the station, New York-bound, but the never-ending casting, rehearsing and conferences are again in progress for the following Sunday's show.

## For Southern Listeners

The programs of WFLA or WJZ may be heard over:

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

The programs of WABC may be heard over:

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

## Middle Western Listeners

The programs of WFLA or WJZ may be heard over:

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

The programs of WJZ may be heard over:

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

The programs of WABC may be heard over:

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

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

Tuesday, September 18 - Lawrence Tibbett, NBC-WJZ, 8.30 P.M.

Highlights

A.M. 7.50-International Broadcast from the Hague, Queen Wilhelmina, NBC-WEAF
P.M. 3.30-Style Show, CBS-WABC
8.30-"Melodiana," Abe Lyman, Vivienne Segal, Oliver Smith, CBS-WABC
Lawrence Tibbett, NBC-WJZ
9.00-Bing Crosby, CBS-WABC
9.30-Soconyland Sketches, NBC-WEAF
Parade of the Champions, CBS-WABC
10.00-Battle of the Clef Dwellers, NBC-WJZ

Studio Program, WFLA
Weather, agriculture talk, WBZ, 30 m.
Market Reports, KDKA
Bob Albright, WLW
George Hall's Music, WABC WCAU WHAS, 30 m.
Hotel Morton Orchestra, WPG
Variety, WOR, 30 m.
Mid-Day Service, WGN, 30 m.
Ozzie Wade, trumpet, WNBX
1.15 P.M. EDT; 12.15 EST; 11.15 A.M. CT
Rex Battle Concert Ensemble, WEAFA
Ada Robinson, soprano, WGY
Honorable Archie and Frank, WJZ WBAL KDKA WSM
River, weather, market reports, WLW
Mirror Reflections, WMCA
Vermonters, WNBX
1.30 P.M. EDT; 12.30 EST; 11.30 A.M. CT
America's Cup Yacht Race, WEAFA WEEI WGY farm program, WGY, 30 m.
National Farm and Home Hour, Harvey Hays, Walter Blaufuss' music, WJZ WBZ, 1 h.
Esther Velas Ensemble, WABC WCAU WHAS WPG, 30 m.
Markets, organ, WGN
Theatre Club of the Air, WOR
Bud Fisher's music, WMCA, 30 m.
1.45 P.M. EDT; 12.45 EST; 11.45 A.M. CT
Dick Fidler's Orchestra, WEAFA WEEI Diana Marlow, soprano, WOR
Palmer House Ensemble, WGN
2 P.M. EDT; 1 EST; 12 N. CT
Robert Bedell, WEAFA WEEI, 30 m.
Hadley Rasmuson, baritone, WGY
Eton Boys, quartet, WABC WCAU WPG
Markets, weather, WHAS
Dr. Arthur Frank Payne, WOR
Munz Sisters, WMCA
Jesse Crawford, organ, WGN
2.15 P.M. EDT; 1.15 EST; 12.15 CT
Household Chat, WGY
Orientale, WABC WCAU WPG
Georgia Wildcats, WHAS
Romance of Helen Trent, WGN
"Memories," Fred Vetta and Alice Remsen, WOR
The Americans, WMCA
2.30 P.M. EDT; 1.30 EST; 12.30 CT
King's Guard, quartet, WEAFA WEEI Albany on Parade, WGY
Home Sweet Home, sketch, WJZ
Home Forum Cooking School, WBZ, 30 m.
KDKA Home Forum, KDKA, 30 m.
Gene Burchell's Orchestra, WLW
Artist Recital, WABC WPG, 30 m.
Three Shades of Harmony, WHAS
Markets, WSM
Martha Deane, WOR, 30 m.
Century of Progress Orchestra, WGN
Texas Cowboys, WMCA, 30 ...
2.45 P.M. EDT; 1.45 EST; 12.45 CT
Ma Perkins, WEAFA WEEI WGY WLW WSM
Nellie Revell interviews Ralph Kirby, WJZ WHAM
Palmer House Ensemble, WGN
Agricultural College, WHAS
3 P.M. EDT; 2 EST; 1 CT
"Log of the Day," WJZ, 30 m.
ERA Civic Orchestra, WBZ, 30 m.
Sammy Fuller, KDKA
Metropolitan Parade, WABC WCAU, 30 m.
(WPG, 15 m.)
University of Kentucky, WHAS, 30 m.
Blackstone Songsters, WGN
Ariel ensemble, WOR
Munz Sisters, WMCA
3.30 P.M. EDT; 2.30 EST; 1.30 CT
Woman's Radio Review, WEAFA WGY, 30 m.
WEEI Reading Circle, WEEI, 30 m.
America's Cup Yacht Race, WJZ WBZ
Adventuring with Postage Stamps, WBZ, "Bond of Friendship," organ, WLW
Fashion Show of the Air, WABC WHAS WCAU, 30 m.
Tea Time Topics, WPG
Frank Ricciardi, baritone, John Stein's Orchestra, WOR, 30 m.
Sports Review, concert artists, WMCA, 2 h.
Concert, WNBX
3.45 P.M. EDT; 2.45 EST; 1.45 CT
Don Rogers, baritone, Shari De Lys, pianist, WBZ
Dorothea Ponce, songs, WLW
4 P.M. EDT; 3 P.M. EST; 2 CT
Johnny Johnson's Orchestra, WEAFA WGY, 30 m. (WEEI at 4:15)
Stocks, WEEI

"Cry-Baby"



MADLINE PIERCE is noted in the radio world as a child impersonator; and particularly is she praised for her realistically child-like crying. She frequently appears on NBC programs.

Billy Rose, tenor, WGY
Orphan Annie, WJZ WBZ KDKA
Monkey Hollow, WLW
Mischa Ragninsky's Orchestra, WABC WCAU WHAS WPG
Gwyneth Lee, WNBX
6 P.M. EDT; 5 EST; 4 CT
The Evening Tattler, WEEI, 30 m.
Evening Brevities, WGY
Dorothy Page's Orchestra, WJZ WBZ WHAM
Dan and Sylvia, KDKA
Cocoanuts, WFLA, 30 m.
Buck Rogers, WABC WCAU WHAS
Uncle Don, WOR, 30 m.
Bob Fallon's music, WMCA, 30 m.
Studio Orchestra, WGN
Miss Lula B. Coleman, WNBX
6.15 P.M. EDT; 5.15 EST; 4.15 CT
Harry Meyers' music, WEAFA WLW WSM Piano, WGY
Horatio Zito's Orchestra, WJZ WHAM, 30 m. (News at 6.40)
Baseball Resume, WBZ
Baseball Talk, KDKA
Bobby Benson and Sunny Jim, WABC WCAU
Herbert Koch, organist, WHAS, 30 m.
Ananias Hanks, WMCA
Poet, WNBX
6.30 P.M. EDT; 5.30 EST; 4.30 CT
News, Mary Small, songs, WEAFA WSM
News piano, WGY
Time, weather, WBZ
Jack Arnstrom, WLW
News, Sam Robbins' Orchestra, WABC
Ben Greenblatt, WCAU
Boys' Club, WOR
Singing Lady, WGN
Cowboy Toss, WMCA
Recordings, WNBX
6.45 P.M. EDT; 5.45 EST; 4.45 CT
Billy Batchelor, Raymond Knight, WEAFA WGY
Edison Salute, WEEI
Lowell Thomas, "Today's News," WJZ WBZ WHAM KDKA WLW
Soloist, WSM
Radio Special, WFLA
Modern Mountaineers, WABC WPG WHAS
Comedy Stars of Hollywood, WCAU
The Voice of Gold, WOR
Sports, WMCA
Orphan Annie, WGN
Sports, WNBX
7 P.M. EDT; 6 EST; 5 CT
Baseball Review, WEAFA
Gould and Sheffer, pianos, WEEI
Variety, WGY
Amos 'n' Andy, WJZ WBZ KDKA
Hawaiians, WLW
Jerry Cooper, WABC WCAU
Serenade, WHAS
Ford Frick, sports, WOR
Tenor, WMCA
Palmer House ensemble, WGN
7.15 P.M. EDT; 6.15 EST; 5.15 CT
Gene and Glenn, WEAFA WEEI WGY Stamp Club, WJZ WHAM WBAL
Democratic State Committee, WBZ
Bailey Axton, tenor, WLW
Musical Memories, WFLA, 30 m.
Peter Biljo's music, WABC WCAU
Peter program, WHAS
Comedy Stars, WOR
The Three "I's," WMCA
Orchestra, WGN
7.30 P.M. EDT; 6.30 EST; 5.30 CT
"Your and Your Government," Carl H. Pforzheimer, WEAFA WGY (scores, WGY, 5 m.)
After Dinner Review, WEEI
Household Musical Memories, Edgar Guest, poet; Charles Sears, tenor, WJZ WBZ, 30 m.
Bob Newhall, WLW
Freddie Rose, pianist, WSM
Whispering Jack Smith, WABC WCAU
Buck Rogers, WHAS
The O'Neills, WOR
Sports Reporter, WGN
N. H. Farm Reporter, WNBX
7.45 P.M. EDT; 6.45 EST; 5.45 CT
Frank Buck, WEAFA WGY WSM
Big Freddie Miller, WEEI
Melody Masters, WLW
Boake Carter, WABC WCAU WHAS
After Dinner Music, WOR
World's Fair Reporter, WGN, 30 m.
A. Clody Gill, news commentator, WMCA
8 P.M. EDT; 7 EST; 6 CT
Leo Reisman's Orchestra, Phil Ducey, baritone, WEAFA WEEI WGY, 30 m.
Game Clues drama, "The Freshman Murders," WJZ WBZ KDKA, 30 m.
WJZ WBZ KDKA, 30 m.
Florida Military Academy, WFLA
"Lavender and Old Lace," Frank Munn and Hazel Glenn, Home Town Singers, WABC WHAS, 30 m.
Ray Ziegler, sports, WPG
"Stageshow Revue," WOR, 30 m.
Funsters, WMCA
Hal Kemp's Orchestra, WGN
8.15 P.M. EDT; 7.15 EST; 6.15 CT
Beauty that Endures, WFLA
Vira C. Park, contralto, WPG
5-Star Final, WMCA
WGN Orchestra, WGN
8.30 P.M. EDT; 7.30 EST; 6.30 CT
Wayne King's Orchestra, WEAFA WEEI WGY WSM, 30 m.
Lawrence Tibbett, baritone, John B. Kennedy, Wilfred Pelletiere's Orchestra, WJZ WBZ KDKA WHAM WBAL, 45 m.
March Moods, WLW
"Melodiana," with Abe Lyman's Orchestra, Vivienne Segal, Oliver Smith, tenor, WABC WCAU, 30 m.; WPG, 15 m.
Studio program, WHAS
Bridge Talk, WPG
Dave Vine, comedian, WOR, 30 m.
Gray and Arnold, piano duo, WMCA
Johnny Hamp's Orchestra, WGN
8.45 P.M. EDT; 7.45 EST; 6.45 CT
Carlton and Craig, WPG
Mauro Cattone, WMCA, 30 m.
Gene Burchhill's Orchestra, WLW
9 P.M. EDT; 8 EST; 7 CT
"Expose of the Veterans' Lobby," Henry Goddard Leach; WEAFA WEEI WGY
Household Musical Memories, Edgar Guest. WJZ WBZ WHAM, 30 m.
Hotel Gibson Orchestra, WLW, 30 m.
String Ensemble, WSM
Soloist, WFLA, 30 m.
Bing Crosby, Boswell Sisters, WABC WCAU WHAS, 30 m.
Soprano, WPG
Bob Fredette's Orchestra, WOR, 30 m.
Bob Pacelli's Orchestra, WGN
9.15 P.M. EDT; 8.15 EST; 7.15 CT
Russian Symphonic Choir, WEAFA ERA Orchestra, WEEI
Kay Goss, violin, WSM
Grace Hayes, gs, WJZ WBZ
Tenor, WPG

Broadway Variety Show, WMCA, 45 m.
Mardi Gras, WGN, 30 m.
9.30 P.M. EDT; 8.30 EST; 7.30 CT
Soconyland Sketches, Arthur Allen, Parker Fennelly, WEAFA WEEI WFLA WGY, 30 m.
Mrs. Franklin D. Roosevelt, WJZ WBZ, 30 m.
Holy Day Services, WSM
Music, variety, WLW, 30 m.
Parade of the Champions, Richard Himmer's Orchestra, WABC WCAU, 30 m.
Friendship Voice, WHAS
Hotel Traymore Concert Orchestra, WPG, 30 m.
Eddy Brown, violin, WOR, 30 m.
9.45 P.M. EDT; 8.45 EST; 7.45 CT
Violinist, WSM
Sanders Sisters, WHAS
Ted Weems' Orchestra, WGN
10 P.M. EDT; 9 EST; 8 CT
Operetta, John Barclay, Frank McIntyre, Gladys Swarouth, WEAFA WEEI WGY WLW WSM WFLA, 1 h.
The Clef Dweller's Musical Battle, WJZ WHAM KDKA, 30 m.
Democratic State Committee, WBZ, 1 h.
George Givot, WABC WHAS WPG, 30 m.
John Kelvin, tenor, WOR
Archie Bleyer's Orchestra, WMCA
News, WGN
10.15 P.M. EDT; 9.15 EST; 8.15 CT
Current Events, Harlan Eugene Read, WOR
Jerry Arlen's music, WMCA
Dream Ship, WGN
10.30 P.M. EDT; 9.30 EST; 8.30 CT
Tim and Irene's Sky Road Show, WJZ WBZ, 30 m.
Melodic Strings, WABC WCAU WPG WHAS, 30 m.
Squire Hawkins, KDKA
Drama, "That's Life," WOR, 30 m.
Chicago Theatre of the Air, WGN, 30 m.
11 P.M. EDT; 10 EST; 9 CT
Jack Berger's Orchestra, WEAFA WFLA, 30 m. (WEEI at 11.15)
Weather, baseball scores and current events, WEEI
Orchestra, WGY, 30 m.
George Sterney's Orchestra, WJZ WHAM
Weather, musicale, WBZ
Sports, KDKA
Cocoanut Grove Orchestra, WLW, 30 m.
Amos 'n' Andy, WSM
Al Kavelin's Orchestra, WABC WPG
Allan Scott, WCAU
Herbert Koch, organist, WHAS
Weather, Paul Whiteman's music, WOR, 30 m.
Leon Friedman's music, WMCA
June Provines, WGN
11.15 P.M. EDT; 10.15 EST; 9.15 CT
Robert Royce, tenor, WJZ WBZ WHAM KDKA
Gene and Glenn, WSM
Frank Dailey's Music, WABC WPG
Musical Variety, WHAS
Tango Orchestra, WMCA
Lum and Abner, WGN
11.30 P.M. EDT; 10.30 EST; 9.30 CT
Anson Weeks' Orchestra, WEAFA WEEI WFLA, 30 m.
Ray Nichols Orchestra, WGY, 30 m.
Anson Weeks' Music, WJZ WBZ, 30 m.
William Penn Orchestra, KDKA, 30 m.
Party Issues, Rep. E. R. Burke, "Nebraska Looks at the New Deal," WABC WCAU WPG WHAS
Fli Dantzig's Orchestra, WOR, 30 m.
Blue Rhythm Band, WMCA, 30 m.
Wayne King's Orchestra, WGN
11.45 P.M. EDT; 10.45 EST; 9.45 CT
Joe Reichman's Orchestra, WABC WCAU WHAS WPG
Jan Garber's Orchestra, WGN, 30 m.
12 M. EDT; 11 P.M. EST; 10 CT
Art Landry's Orchestra, WEAFA WEEI WGY, 30 m.
Gus Arnheim's music, WJZ WBZ KDKA WHAM WLW WFLA, 30 m.
Herbie Kaye's music, WABC WCAU WPG WHAS, 30 m.
Jack Shook, guitar, WSM
The Wandering Poet, WPG, 30 m.
Enric Madrigrera's Orchestra, WOR
Day's End, WMCA, 30 m.
12.15 A.M. EDT; 11.15 P.M. EST; 10.15 CT
Ted Weems' Orchestra, WGN
12.30 A.M. EDT; 11.30 P.M. EST; 10.30 CT
Harold Stern's Orchestra, WEAFA WEEI WGY WEEI WLW WFLA, 30 m.
Pete Smythe's Orchestra, WJZ WBZ WHAM KDKA, 30 m.
Jimmy Gallagher's Orchestra, WSM
Enoch Light's music, WABC, 30 m.
Beppu Goodman's music, WMCA
Steel Pier music, WPG
Johnny Hamp's Orchestra, WGN
1 A.M. EDT; 12 M. EST; 11 P.M. CT
Pete Smythe's Orchestra, WJZ WBZ WHAM KDKA
Charles Barnet's Orchestra, WABC

Smooth Orchestra



BEAUTIFUL EYES! NOW SHOW ME YOUR TEETH.

WITH AN eye to the future when television will be an important factor, MARK WARNOW, CBS orchestra leader, has selected his musicians carefully. Not only are they good musicians, WARNOW points out, but they also are good-looking a group of fellows as you'll find anywhere.

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# **Would You Like To Have Your Radio Mean Something To You, Personally?**

**YOU KNOW** that The **MICROPHONE** broadcasts every Thursday, Friday and Saturday evening between 6 and 6.30, over Station **WEEL** on The Evening Tattler program. Beginning next week The **MICROPHONE** will include each evening the best story sent in.

**THIS IS** not a contest. It is not a scheme to sell you anything. Brevity is the only iron-clad rule. Write your favorite story in one hundred words or less on one side of a sheet of paper that also bears your name and address. It may be a funny story, it may be a "tall" story—what it is does not matter so long as it is the story you like best, the story you'd like to hear told over the radio. Each week The **MICROPHONE** will select three stories for the three **WEEL** broadcasts. The best one of these three stories told over the air in a given week will be determined by the editors of The **MICROPHONE**, whose judgment will be final, and a complimentary subscription to The **MICROPHONE** for one year will be sent to the contributor of that particular story. No stories will be returned.

**SEND IN** your favorite story without delay. Then listen for it over **Station WEEL**. Address contribution to:

**Best Story Editor,  
The MICROPHONE,  
34 Court Square,  
Boston,  
Massachusetts.**



**Introducing**

**H**ER HOBBIES are hats and shoes which eliminates from further discussion the high-up and low-down of little Ruth Chilton. Being hobbies, they naturally are the ne-plus-ultra. We'll talk about her singing ways — the work a day habit and, with her, a fine art.

At the present time her rich contralto voice is being featured on the WEEI "After Dinner Revue" and "Studio Chorus" programs and thousands of listeners know her and her talents well—on these and past programs emanating from Boston. It's ten years since the microphone first called her to WBZ where she starred on Don Ramsey's "Radio Rodeo." She has had dramatic and voice roles on such WEEI features as "Your Folks and Mine," I. J. Fox, Summerfield's "Little Women" (Any), Leopold Morse, World Radio, Nantasket Steamboat Company, Edison Friendly Kitchen, "Chickie's Daughter," Country Club Capers and other programs in the intervening period.

Such background hints strongly of a versatility few air artists possess. Four scholarships with the Dramatic Department of the New England Conservatory encored her dramatic successes while in school. Voice culture started at the age of 12 years on

the advice of a physician, made her healthy and while not wealthy, in a position to be very good to her mother with whom she resides on Boston's Beacon street. Her early training also included the gathering of a diploma from the Roberta Richmond School of Dancing.

Incidentally, Lynn Classical High School gave her, should we say, an additional bit of classical background. In that city the five-foot songstress is know better as Ruth Pearson because Ruth Chilton Pearson decided with the beginning of her professional career, "Ruth Chilton" was a triffe more euphonious. And she recalls her father, who was not entirely in sympathy with Ruth's chosen profession, was agreeable to omission of the "Pearson."

Ruth has found much to keep her busy beyond the circle of the microphone. For a time she was staff artist, announcer, and continuity writer at station WNBF in New York. The Sheraton Room at the Copley Plaza featured her for 17 weeks. She did two weeks at the Keith-Boston theatre last Fall and previously has been featured on the R.K.O. and Strand vaudeville circuits.

All told she has been a busy little lass. Her radio work now has first call. She is in love with the work, and is strictly devoted to it present and future. Add to that in your mind's eye a charming personality and we feel that she has been properly introduced. You'll hear more from Ruth Chilton.

Church work is among her regular commitments with Tremont Temple, the East Baptist Church, Lynn, Memorial M. E. Church, Johnson City, N. Y., included in her itinerary at one time or another.

# Deane Moore Brightens WEEI Morning Period

**Six Mornings Weekly  
Seven Forty-five  
O'Clock**

People who fool around with playing cards aren't supposed to come to any good end, but Deane Moore, who is doing a morning program on WEEI, has hardly ever been without a deck. Deane, whose voice has been a network feature for yars, actually card-tricked his way into radio.

During a lay-off between vaudeville engagements in the South, he got a hankering to try broadcasting. He descended upon a small local station and bothered the manager for an audition with not very encouraging results. He was perseverant, though, and hung around the studios day after day. To pass the time he did card tricks for the folks around the place. He's an expert at sleight-of-hand and could earn his living in vaudeville with a deck of cards, if he had to. One day the station manager noticed him in the midst of a particularly difficult stunt. When it was over he asked Deane to show him how it was done. And Deane did—for an audition.

Deane was born in Jamaica, New York, March 16, 1898. His father was tenor soloist in several large New York churches and his mother an accomplished pianist, so it was only natural that the pride of the Moore family selected a musical career. A year



DEANE MOORE

after he had entered primary school in Jamaica, he became a choir boy at the Grace Church there, and at the age of twelve was the highest paid boy soprano in New York City (Grace Church, N. Y.).

Deane experienced what he describes his "saddest memory" at the ripe old age of thirteen. His voice changed and his career was ended—or at least so he thought! He ran away from Grace Military School and joined the Navy, but was released after eight months service at Newport, R.I., because of his youth.

Taking up his music where he left off, Deane resumed his piano and voice lessons and subsequently got a job as accompanist

for Karyl Norman, the Creole Fashion Plate. For the next decade he served in a similar capacity for several vaudeville headliners. In 1922, he did a single in vaudeville, and for a time was a member of Roxy's Gang and a popular Broadway night club entertainer.

Moore's first microphone performance was at Station WGBS, New York, in 1923, but he did not take radio seriously until 1929 when he obtained long engagements with such Southern stations as WIOD, Miami, WSM, Nashville, and WBT, Charlotte, N. C. He made his debut over the WABC-Columbia network June 4, 1934, the fifteenth anniversary of his marriage to Ophie Bryce Fort. They have a son, aged 14.

About that romance. The newest of WEEI's piano-playing songsters, keeps a highly-prized pencil among his wedding souvenirs. Fifteen years ago, the present Mrs. Moore borrowed said pencil from a hotel porter, and, in a moment of confusion, returned it to Deane, who was just entering the lobby, instead of to the porter. Four days later Mr. and Mrs. Moore started their honeymoon.

The arrangement by WEEI for Moore's regular morning appearances is another indication of what the station is doing in the way of daytime features. While on the network, New England knew him as one of the bright spots on the day's broadcast routine.

## NEWS WEEI BRIEFS

Ralph Kirberry, baritone, James Meighan, narrator, and Harold Levey's orchestra, are welcomed back to the Sunday afternoon two o'clock spot with the Mohawk Treasure Chest program . . .



Jack Benny, who insists on making the radio audience delight in the General Tire commercial announcements, puts across a nifty bit of advertising to the studio audience by running on a microphone mounted on General Tired wheels . . . And you'll like "The Gibson Family" with the musical comedy influence offered by Procter and Gamble on Saturday nights . . . Arthur Bagley, Tower Health man, was a Y. M. C. A. physical instructor before entering the radio field . . . Jay Alden Edkins, a WEEI alumnus, is doing a Sunday morning bit over NBC . . . Speaking of Jack Benny, that gentleman and funnyman will entertain for General Foods from October through to February of next year when he will return to General Tires, his present sponsors . . . Lloyd "Buster" Horton, WEEI page boy, is now rehearsing in New York for Paul Green's "Low Sweet Chariot" opening at

the Court theatre Monday, Sept. 17th . . . A pal of Buster's is filling in at the studios during his leave of absence . . . Lieut. Gov. Bacon will be heard over WEEI Monday at 10:35 A. M. speaking from the Women's National Republican Club in New York in commemoration of the 147th anniversary of the adoption of the Constitution . . . With the return of the "Big Ben Dream Dramas" to the air after Labor Day and the vacation sea-



son, a certain WEEI announcer identifies the vast contrast in a radio announcers early morning listening habits before and after the Summer season . . . The address from the throne by Wilhelmina, Queen of the Netherlands, at the opening of the Dutch Parliament at the Hague on Tuesday will be heard over WEEI at 9.20 A. M.; following the Queen's speech, a summary in English will be given, together with a description of the colorful scene in the historic hall . . . "Maine in Autumn" with Hope Jackson Cook at the

microphone in an interlude of songs and stories, comes to WEEI listeners at 5.45 Monday . . . The program will be followed by the offering of the genius of the keyboard, Phil Saltman, who resumes his interesting and educational series "Modern Jazz Piano Lessons" . . . WEEI will give morning and afternoon broadcasts on the yacht races for the international trophy beginning Monday at 11.15 A. M. to noon and in the afternoon at 4.30 o'clock, thus providing listeners with a close-up on the relative positions of "Rainbow" and "Endeavour" at the start and finish of the scheduled daily races . . . Floyd Gibbons, the old headline hunter, who gained international renown as a war correspondent, will be heard again in rapid-fire comments on the news of the day in a new series of Johns-Manville programs on WEEI on Saturdays at 7.45 P. M. beginning Sept. 15th . . . Ruby Newman again picks up the baton for the Jenney Concert Hour on Sunday evening after a combined study and vacation trip to Italy and other Continental countries.



**THE  
CLEERCOALERS**

PRESENTING  
a new  
and  
outstanding  
musical  
air show

SEVEN O'CLOCK  
SUNDAYS

from WEEI—Boston  
and the New England  
Network stations

WTAG—WORCESTER  
WCSH—PORTLAND  
WJAR—PROVIDENCE

**NEW  
FALL FEATURES**

From NBC

Over Station WEEI

MOHAWK TREASURE  
CHEST

Sunday 2:00

\* \* \*

MAYBELLINE PROGRAM

Sunday 3:30

\* \* \*

WESTCLOX DREAM

DRAMAS

Sunday 4:45

\* \* \*

Procter and Gamble  
Present

"THE GIBSON FAMILY"  
Saturday 9:30

Station WEEI  
The Friendly Station

Thursday, September 20 - Kate Smith Sings, CBS-WABC, 8 P.M.

Highlights

A.M. 7:15—America's Cup Yacht Race, NBC-WJZ (NBC-WEAF at 11.30) P.M. 8.00—Rudy Vallee, NBC-WEAF Kate Smith, CBS-WABC 8.30—"Massachusetts Bay Colony," WBZ 9.00—Captain Henry's Show Boat, NBC-WEAF 9.30—Fred Waring's Pennsylvanians, CBS-WABC 10.00—"45 Minutes in Hollywood," CBS-WABC Parade of the Provinces, NBC-WJZ 10.30—Echoes of the Palisades, NBC-WJZ

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

8.45 A.M. EDT; 7.45 EST; 6.45 CT Bronco Busters, WSM Morning exercises, WFLA (WSM at 9.45) Carolyn Gray, pianist, WABC 9 A.M. EDT; 8 EST; 7 CT Herman and Banta, WEAFF WEEI Forest Willis, WGY Breakfast Club, WJZ WBZ WHAM WFLA, 1 h. (WSM at 9.15) (KDKA, 30 m.) Salt and Peanuts, WLW Devotions, WSM The Song Reporter, Dick Newton, WABC WCAU Devotions, WHAS, 30 m. Early Birds, WNBX 9.15 A.M. EDT; 8.15 EST; 7.15 CT Don Hall Trio, WEAFF WEEI WGY WLW Mood Neapolitan, WABC, 30 m. (WPG from 9.30) 9.30 A.M. EDT; 8.30 EST; 7.30 CT Morning Glories, WEAFF WEEI Little Jack Little's music, WGY Joe Emerson, hymns, WLW Wildcats, WHAS 9.45 A.M. EDT; 8.45 EST; 7.45 CT Sylvan Trio, WEAFF WEEI WLW Romance in Silk, WGY Sammy Fuller, KDKA Eton Boys, quartet, WABC WCAU WPG Bob Archer, WHAS Jean Gravelle's Orchestra, WMCA 10 A.M. EDT; 9 EST; 8 CT Breen and de Rose, WEAFF WEEI Through the Hollywood Looking Glass, WGY Edward MacHugh, gospel singer, WJZ WBZ WHAM KDKA WSM WFLA Health Talk, WLW Bill and Ginger, WABC WCAU WHAS Home Hour, WPG, 1 h., news at 10.30 What's on Today, WNBX 10.15 A.M. EDT; 9.15 EST; 8.15 CT Clara, Lu 'n' Em, WEAFF WEEI WGY WSM Castles of Romance, WJZ WBZ WHAM KDKA Organ, WLW Variety, WFLA Ida Bailey Allen, WABC WCAU 10.30 A.M. EDT; 9.30 EST; 8.30 CT News, Morning Parade, WEAFF, 45 m.; (WGY from 10.45) (WSM, 30 m.) Today's Children, WJZ WBZ KDKA WFLA Mail Bag, WLW News and Artist Recital, WABC WCAU WHAS Matinee Melodies, WNBX 10.45 A.M. EDT; 9.45 EST; 8.45 CT Good Morning Melodies, WEEI News and Radio Kitchen, WJZ KDKA WFLA News, Curley Joe, cowboy songs, WBZ Arthur Chandler, organ, WLW Tenor, WGN Dr. N. Thomas Saxel, "Malnutrition in Infants and Children," WABC WCAU WHAS WPG Daily Story, WNBX 11 A.M. EDT; 10 EST; 9 CT Rogers and Vance, songs, WEAFF Galaxy of Stars, WGY WLW Hazel Arth, contralto, WJZ WBZ KDKA WFLA Leon Cole, organ, WSM Swinging Along, WABC WCAU WPG WHAS, 30 m. Devotions, WNBX 11.15 A.M. EDT; 10.15 EST; 9.15 CT Frances Lee Barton, WEAFF WEEI WGY WLW America's Cup Yacht Race, WJZ WBZ WSM, 45 m. (WEAF WEEI, 30 m. from 11.30) Town Crier, WNBX 11.30 A.M. EDT; 10.30 EST; 9.30 CT Southerners, WGY Music, WHAM Market Reports, news, WLW South Mountain Music Festival, WABC WCAU WHAS WPG, 30 m. Morning Concert, WNBX 11.45 A.M. EDT; 10.45 EST; 9.45 CT Banjoleers, WGY Painted Dreams, WLW Poem, WNBX 12 N. EDT; 11 A.M. EST; 10 CT Mohawk Treasure Chest, Ralph Kirby, baritone, WEAFF WEEI WGY WLW Fields and Hall, WJZ WHAM KDKA WSM WFLA Weather, Monitor Views the News, WBZ The Voice of Experience, WABC WCAU WHAS

Home Sweet Home, WPG Danny Dee, WOR Luncheon Musicale, WMCA Len Salvo, organist, WGN Victor Program, WNBX 12.15 P.M. EDT; 11.15 A.M. EST; 10.15 CT Honeyboy and Sassafras, WEAFF WEEI Martha and Hal, WGY String Ensemble, WSM Merry Macs, WJZ WHAM KDKA WFLA Weather, WBZ Hillites, WLW Connie Gates, songs, WABC WHAS WPG Tom Davis, tenor, WOR Doring Sisters, WGN NRA talk, WNBX 12.30 P.M. EDT; 11.30 A.M. EST; 10.30 CT Merry Madcaps, WEAFF WGY Vic and Sade, WJZ WBZ KDKA WSM WFLA Al Kavelin's Orchestra, WABC WCAU WHAS, 30 m. (WPG from 12.45) Fur Trappers, WCAU, 30 m. Stocks, WMCA Orchestra, WOR, 30 m. Markets, organ, WGN Rev. M. E. Barter, WNBX 12.45 P.M. EDT; 11.45 A.M. EST; 10.45 CT Vagabonds, WGY N. E. Farm Talk, WBZ, 30 m. Words and Music, WJZ WHAM WSM, 30 m. (WBZ, 15 m.) William Penn Orchestra, KDKA Rex Battle Ensemble, WLW Agriculture report, WFLA June Baker, WGN Mischa Gorman's ensemble, WMCA, 30 m. News Week, WNBX 1 P.M. EDT; 12 N. EST; 11 A.M. CT Markets, weather, WEAFF KDKA Bradley Kincaid, songs, WGY Weather, agriculture, WBZ Bob Albright, WLW Variety, WFLA, 30 m. George Hall's Orchestra, WABC Hotel Morton Music, WPG, 30 m. Scott Fischer's music, WOR, 30 m. Mid-day Service, WGN, 30 m. Bob Neal, WNBX 1.15 P.M. EDT; 12.15 EST; 11.15 A.M. CT Rex Battle Ensemble, WEAFF WEEI Soloist, WGY The Honorable Archie and Frank, WJZ KDKA WSM River and Markets, weather reports, WLW Mirror Reflections, WMCA H. V. Kaltenborn, "What I Saw in Russia and Germany," WABC WCAU WHAS WPG, 45 m. Mirror Reflections, WMCA Andrea Gooslin, WNBX 1.30 P.M. EDT; 12.30 EST; 11.30 A.M. CT America's Cup Yacht Race, WEAFF WEEI WGY Farm Program, WGY, 30 m. National Farm and Home Hour, WJZ WBZ WHAM KDKA WLW WSM WFLA, 1 h. Bud Fischer's Orchestra, WMCA, 30 m. Markets, music, WGN Theatre Club of the Air, WOR The Americans, WMCA 1.45 P.M. EDT; 12.45 EST; 11.45 A.M. CT Merry Madcaps, WEAFF WEEI Leola Lewis, contralto, WPG Rona Valdez, WMCA Venna Osborne, soprano, organ, WOR Palmer House Ensemble, WGN New Hampshire, Farm Reporter, WNBX 2 P.M. EDT; 1 EST; 12 N. CT Stones of History, WEAFF WEEI, 30 m. NEN Pure Food Institute, WEEI, 30 m. Paul Curtis, tenor, WGY Ann Leaf, organist, WABC WCAU WPG 30 m. Weather, markets, WHAS Dr. A. F. Payne, WOR Jesse Crawford, organ, WGN Scott Fischer's Orchestra, WMCA 2.15 P.M. EDT; 1.15 EST; 12.15 CT John Finke, pianist, WGY Wildcats, WHAS Memories, WOR Musicale, WMCA Romance of Helen Trent, WGN 2.30 P.M. EDT; 1.30 EST; 12.30 CT Trio Romantique, WEAFF WEEI WLW Albany on Parade, WGY Home, Sweet Home, WJZ Home Forum Cooking School, WBZ, 30 m. KDKA Home Forum, KDKA, 30 m. Poetic Strings, WABC WPG, 30 m. Three Shades of Harmony, WHAS Dance Tunes, WLW, 30 m. Markets, WSM Century of Progress music, WGN Martha Deane, WOR, 30 m. Texas Cowboys, WMCA, 30 m. 2.45 P.M. EDT; 1.45 EST; 12.45 CT Ma Perkins, WEAFF WEEI WGY WLW WSM Joe White, tenor, WJZ WHAM WFLA Palmer House Orchestra, WGN Agricultural College, WHAS Palmer House Ensemble, WGN 3 P.M. EDT; 2 EST; 1 CT Dreams Come True, WEAFF WEEI WGY WLW Tommy Tucker's Orchestra, WJZ WBZ WHAM KDKA WSM WFLA, 30 m. Metropolitan Parade, WABC WCAU, 30 m.; WPG, 15 m. University of Kentucky, WHAS, 30 m. Ariel Ensemble, WOR Jongleurs, WGN "Women and Men," WMCA 3.15 P.M. EDT; 2.15 EST; 1.15 CT Upstaters, quartet, WEAFF WGY WSM Silver Lining Hour, WEEI "Song of the City," WLW Vi Bradley, WOR Baseball, Chicago vs. Philadelphia, WGN, 2 h. 3.30 P.M. EDT; 2.30 EST; 1.30 CT Women's Radio Review, WEAFF WEEI WGY, 30 m. America's Cup Yacht Race, WJZ WBZ KDKA WHAM WSM WFLA "Bond of Friendship," WLW "Chansonette," WABC WCAU WHAS WPG, 30 m. Baritone, WOR Sports Review, concert artists, WMCA, 2 h. Afternoon Concert, WNBX 3.45 P.M. EDT; 2.45 EST; 1.45 CT Roy Shield's Orchestra, Vernon Craig, baritone, WJZ WBZ WHAM WSM WFLA State Federation Pennsylvania Women, KDKA Dorothea Pnnee, songs, WLW Newark Orchestra, WOR

Teacher Into Star



FLORENCE FREEMAN once had ambitions to be a school teacher; but now she's an actress on PAUL WHITEMAN'S Thursday night programs, broadcast over the NBC-WEAF chain at 10.

4 P.M. EDT; 3 P.M. EST; 2 CT Gene Burchell's Orchestra, WEAFF Stocks, Markets, WEEI Betty and Bob, drama, WJZ WBZ WHAM KDKA WLW WSM Rambles in Rhythm, WABC WHAS, 30 m. The Apple Knockers, WCAU Travelogue, WPG, 30 m. Dr. H. I. Strandhagen, WOR 4.15 P.M. EDT; 3.15 EST; 2.15 CT Songs, WEEI Limey Bill, WGY Jackie Heller, tenor, WJZ WBZ WHAM KDKA Music by Divano, WLW Melody Singer, WOR Marion Smith, WNBX 4.30 P.M. EDT; 3.30 EST; 2.30 CT Finish America's Cup Yacht Race, WEAFF WJZ WBZ WHAM WSM WFLA Magic Strings, WEEI Campus Days, John Sheehan, tenor, WGY Business news, markets, KDKA Life of Mary Sothern, WLW Round Towners, WABC WHAS Stocks, WPG Josef Zatorou's Orchestra, WOR, 30 m. N. H. Folk Tales, WNBX 4.45 P.M. EDT; 3.45 EST; 2.45 CT Adventures on Mystery Island, WEAFF Dan McDonnell, basso, WEEI Stocks, WGY Business News, WLW Along the Volga, WABC WPG WHAS "Science in Your Home," WOR Poetry, WNBX 5 P.M. EDT; 4 EST; 3 CT Meredith Willson's Orchestra, WEAFF WGY Lang Sisters, WGY The Monitor Views the News, WBZ Mary Alcott, torch singer, WLW Tea Dancant, WABC WPG WHAS Musical Moments, WOR 5.15 P.M. EDT; 4.15 EST; 3.15 CT Treasure Adventures of Donald Ayre, WEEI Duke Dewey's Hickory Nuts, WBZ Kiddies' Klub, KDKA "Between the Book-Ends," WABC WPG Cocktail Hour, WOR Farm Flashes, WNBX 5.30 P.M. EDT; 4.30 EST; 3.30 CT Tales of Courage, WEAFF WEE WSM Lang Sisters, WGY Singing Lady, WJZ WBZ WHAM KDKA WLW Jack Armstrong, All-American Boy, WABC Weather, Cecilia Norcross, WPG Devotions, WHAS Donald Ayer, WOR Sally's Party, WMCA, 30 m. Ludlow Program, WNBX 5.45 P.M. EDT; 4.45 EST; 3.45 CT Wilberforce Male Quartet, The Oleanders, WEAFF WEEI WSM Bradley Kincaid, WGY Little Orphan Annie, WJZ WBZ KDKA WFLA Monkey Hollow, WLW Modern Mountaineers, WABC WCAU WPG WHAS Tenor, piano, WOR 6 P.M. EDT; 5 EST; 4 CT Horatio Zito's Orchestra, WEAFF WSM, 30 m. The Evening Tattler, WEEI, 30 m. Evening Brevities, WGY Tom Coakley's Orchestra, WJZ WHAM WBAL, 30 m. (WLW at 6.15) O'Leary's Irish Minstrels, WBZ Dan and Sylvia, KDKA Donald Ayre, WLW Dixians, WFLA Buck Rogers, WABC WCAU WHAS Uncle Don, WOR, 30 m. Clarence Jackson, WMCA Organ Reveries, WNBX 6.15 P.M. EDT; 5.15 EST; 4.15 CT Ma Frasier's Boarding House, WGY Baseball Resume, WBZ Baseball, KDKA Waldorf-Astoria Orchestra, WLW Bobby Benson and Sunny Jim, WABC WCAU WCAU Organ, WHAS, 30 m. Bob Fallon's Music, WMCA Ananias Hanks, WMCA Clarence Jackson, WNBX 6.30 P.M. EDT; 5.30 EST; 4.30 CT News, Mary Small, WEAFF WFLA

Baseball scores, current events, WEEI Piano, news, scores, WGY O'Leary's Minstrels, news at 6.40, WJZ Time, weather, WBZ Kings, queens of sport, KDKA Jack Armstrong, WLW Jack Shook, guitarist, WSM Sports talk, Eddie Dooley, WABC WCAU Sports, WOR Round up, WMCA Singing Lady, WGN Political Talk, WNBX 6.45 P.M. EDT; 5.45 EST; 4.45 CT Billy Batchelor, Raymond Knight, WEAFF WGY Sailor Riley, WEEI Lowell Thomas, "Today's News," WJZ WBZ WHAM KDKA WLW Radio Special, WFLA News, "Fats" Waller's Rhythm Club, WABC WHAS Comedy Stars, WCAU Dinner Music, WOR Sports, WMCA Little Orphan Annie, WGN Sports WNBX 7 P.M. EDT; 6 EST; 5 CT Baseball Resume, WEAFF Rangers, WGY Amos 'n' Andy, WJZ WBZ KDKA German Band, WLW "Round Our Town," WABC WCAU, 30 m. Serenade, WHAS Ford Frick, sports, WOR Tenor, WMCA Palmer House ensemble, WGN 7.15 P.M. EDT; 6.15 EST; 5.15 CT Gene and Glenn, WEAFF WEEI WGY Stamp Club, WJZ Joe and Bateese, WBZ Organ, KDKA, 30 m. Joe Emerson's Orchestra, WLW Finances, WSM Musical Memories, WFLA Club Program, WHAS Comedy Stars, WOR Silver Voiced Lovers, WMCA WGN Orchestra, WGN 7.30 P.M. EDT; 6.30 EST; 5.30 CT Danny Malone, WEAFF WGY After Dinner Review, WEEI, 30 m. Armand Girard, baritone, WJZ WBAL WHAM Frank and Phil, WBZ Freddy Rose, pianist, WSM Bob Newhall, WLW Whispering Jack Smith, WABC WCAU Buck Rogers, WHAS The O'Neils, WOR Gypsy Ensemble, WMCA Sports Reporter, WGN 7.45 P.M. EDT; 6.45 EST; 5.45 CT Frank Buck, WEAFF WGY Yella Pessi, harpist, WJZ WBZ WHAM WLW WFLA Music, News, KDKA Boake Carter, WABC WCAU WHAS After Dinner Music, WOR A. Cloyd Gill, news commentator, WMCA World's Fair News, WGN 8 P.M. EDT; 7 EST; 6 CT Rudy Vallee and guest artists, WEAFF WEEI WGY WLW WSM WFLA, 1 h. Grits and Gravy, mountain sketch, WJZ KDKA, 30 m. Rangers, WBZ Kate Smith, WABC WCAU WPG WHAS, 30 m. Little Symphony Orchestra, Philip James, conducting, WOR, 1 h. Hal Kemp's Orchestra, WGN Three Funsters, WMCA 8.15 P.M. EDT; 7.15 EST; 6.15 CT Adrian O'Brien, tenor, WBZ Voice of State Police, songs, WPG 5-Star Final, WMCA WGN Orchestra, WGN 8.30 P.M. EDT; 7.30 EST; 6.30 CT Charles Sears and Gale Page, songs, WJZ KDKA Gleason L. Archer, "Massachusetts Bay Colony," WBZ Leith Stevens Harmonies, WABC WCAU WPG, 30 m. Harmonies, WHAS, 30 m. Bridge talk, WGN Gray and Arnold, pianists 8.45 P.M. EDT; 7.45 EST; 6.45 CT Edmund Boucher, basso, WBZ Al and Pete, KDKA George Reid, WMCA Bob Pacelli's Orchestra, WGN 9 P.M. EDT; 8 EST; 7 CT Captain Henry's Show Boat, Arlene Jackson, WEAFF WEEI WGY WSM WFLA, 1 h. (WLW from 9.30) Death Valley Days, drama, Tim Frawley, Joseph Bell, WJZ WBZ WHAM KDKA WLW, 30 m. Bar X Days and Nights, WABC WCAU WHAS WPG, 30 m. Movie Broadcast, WPG Piano, WOR Pan-Americans, WMCA, 30 m. Lawrence Salerno's music, WGN, 30 m. Baritone, WOR 9.30 P.M. EDT; 8.30 EST; 7.30 CT George Hessberger's Bavarian Orchestra, WJZ WBZ WHAM WBAL, 30 m. Squire Hawkins, KDKA Fred Waring's Pennsylvanians, WABC WCAU WPG WHAS Eric Madrigrera's Orchestra, WOR, 30 m. Penthouse Serenade, WMCA, 30 m. Wayne King's Orchestra, WGN 9.45 P.M. EDT; 8.45 EST; 7.45 CT "Fats" Waller, WABC Sanders Sisters, WHAS Jan Garber's music, WGN

Police Radio

Table with 3 columns: Station, Metres, Location. Includes stations like WPFV, WPEM, WPDR, etc., and their respective frequencies and locations.

Advertisement for SLADES BARBECUE, located at 958 Tremont St.—967 Tremont St. in Boston, Mass. Open All Night.

# Red-Haired Himber Displays Versatility on Champions Program

## Leader Also Soloist and A Composer

Let's look around for the keynote of this Studebaker Champions program that listeners dial for Monday nights at 8 o'clock, over the NBC-WEAF network.

Well, for one thing, it's chuck full of the popular dance melodies of the moment.

But other programs have dance music. So that isn't it.

Then there's JOEY NASH, with his own style of "doin' the vocals."

But there are other vocalists with dance orchestras. Mmmm! Perhaps it's "DICK" HIMBER, who leads the band. No, there are other well-known orchestra leaders.

Maybe it's the band itself. And there are innumerable other bands.

### The Answer

So what's the answer? Let's ask a radio listener. No, wait; we don't have to do that, because here's a typical letter from a fan:

"Dear Mr. Himber—I am delighted that you and Joey Nash and your musical combination are on the air at night at a time when I can conveniently listen.

"I want you to know that there are many of us who appreciate the versatility of yourself and those who are associated with you. And I also want you to realize that many of us understand the immense amount of work that is necessary to produce that same versatility. Talent alone won't turn the trick. It's talent plus hard work, hours of it, that makes versatility."

### Joey Interprets

So here, apparently, is the answer to the question: "versatility." That and originality—which are much the same things. Take the most hackneyed, overplayed musical number and let HIMBER have it for a day or so.

Then listen to that number as it comes from his orchestra. It sparkles. It's had an injection of HIMBERISM.

Young JOEY NASH takes the chorus. He doesn't just sing the notes. He interprets. He brings out what the writer of the song and the words had in mind. He gives you something that is not just "words and music."

No wonder HIMBER and NASH,

## Two of the Liveliest Champions



RICHARD HIMBER, the maestro himself, beams approval on his band and audience.

## Joey Nash Is Popular for His "Vocals"

Ambition spurred him on and he finally left the "Yankees" to form his own unit for broadcasting. He was first heard at the Essex House and is now at the Ritz-Carleton in New York.

In addition to arranging and conducting, HIMBER takes time off occasionally and composes a tune. He is the author of "It Isn't Fair."

### Suburban Joey

If you hop over Manhattan Island on your way West you are quite likely to land in Brooklyn, the original of "suburb" jokes. And there you will find the birthplace of "JOEY" NASH, who checked in some 25 years ago.

Young Mr. NASH is blondish, with dark blue eyes. He is five feet, eight inches and weighs 150 pounds. He is unattached, as they say in the personal columns. Loves baseball and knows many of the major league stars. He got into music via the "sax" route, and when only 16 years old played in the VINCENT LOPEZ organization.

He was "dared" into radio. One night in a New York hotel he was playing in an orchestra. Just before they went on the air over an NBC network, someone dared "JOEY" to sing the vocal chorus. The conductor agreed. "JOEY" stepped up to the mike and has been doing it ever since.

Several years ago he organized his own dance orchestra and went to Palm Beach, Florida, where he conducted at The Breakers.

JOEY NASH contributes the "vocals" of the program, supported by HIMBER'S Orchestra.

who came from small beginnings, are not content to use just their musical ability.

Take one little instance. For years the interludes between dance numbers have been filled by the announcement of the next number.

HIMBER didn't think these announcements were so terribly important.

And they interrupted the melodic flow of music. So he introduced the idea of having his harpist play the interludes, while

his boys in the band were getting their music ready.

It made a hit immediately with the listeners. However, all good things are imitated. So HIMBER replaced the harp with music from a celeste. And that became popular. If someone imitates, HIMBER will think of something else.

### He's A Red-Head

Now let's look into the life of this young red-haired "maestro" and see what we can see.

"DICK" was born in Newark,

## South American Programs Arouse Interest

(Continued from Page 3)

YV3RC (6.15 megs.), on the high frequency end of the 49-meter spectrum, offers the most consistent and reliable signal from the Venezuelan metropolis. The sister station, YV2RC, a few points on the dial away, generally is hetrodyned or interfered with by W2XE, Colombia's outlet.

YV5RMO, at the ancient city of Maracaibo, is another Venezuelan transmitter that is received well. It comes on the air at 6.30 P. M. and, like most South American broadcasters, uses a series of chimes as identification calls. Announcements from YV5RMO frequently are given in English.

Another old favorite, HJ1ABB (6.45 megs.), at Barranquilla, Colombia, still is offering listeners one of the best of tropical waves. Static, which previously had troubled the

bands above 40 meters, is graciously fading away, letting Barranquilla and its fascinating Spanish rhythm a clear spot for dialers.

Rio de Janeiro, 31.6 meters, 9.49 megs., is seeping through daily between 5.30 and 6.15 P. M. EST with news bulletins and popular reviews of activities in Brazil. Spanish, Portuguese and English are used, each divided into 15 minute periods.

Travel talks from the South American coffee land frequently are tuned in at 6 P. M. Rio should not be confused with nearby W2XAF, Schenectady, which also gives Spanish news reports in the evening for the benefit of Latin-American listeners. W2XAF operates on 9.53 megs.

During the past week, two new Southern broadcasters have drifted

through the local ether with fair success. The first is OA4AC, "La Voz del Peru," at Lima. This operates on 38.36 meters (7.82 megs), close to the channel of HBL, Geneva, Switzerland. Reception is generally between 9 and 11.30 P. M.

The other signal emanates from down in San Jose, Costa Rica, and may be found anytime after 6.30 P. M. on 44.44 meters (6.75 megs.). Calls used are TIEP, "La Voz del Tropico"—and, to be sure, tropical static and code interference sometimes obliterates the wave.

Those once-a-week programs from HC2RL, Guayaquil, and PRADO, Riobamba (Ecuador) also are sharing the improved conditions. Fine and clear short wave signals from Southern capitals should remain with us throughout the Fall and Winter.

## Short Wave Directory

Station	Metres	Location	Time (E.D.T.)
GSH	13.97	Daventry, England	7-9.30 A. M.
FYA	19.68	Pontoise, France	8.30 A. M. to Noon
DJB	19.73	Zeesen, Germany	9 A. M. to 12.30 P. M.
GSF	19.82	Daventry, 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	Daventry, England	10 A. M.-2.45 P. M.
DJD	25.51	Zeesen, Germany	6.30 to 11.45 P. M.
GSD	25.53	Daventry, England	2 to 6.30; 7 to 9 P. M.
FYA	25.63	Pontoise, France	7.15 to 10 P. M.; 11 P. M. to 1 A. M.
LSX	28.98	Buenos Aires, Byrd relays	9-11 P. M., Tues., Wed.
EAQ	30.40	Madrid, Spain	6.15-8 P. M. (Sat. 1-3)
CT1AA	31.25	Lisbon, Portugal	4.30-7 P. M., Tues., Fri.
HBL	31.27	Geneva, Switzerland	6.30-7.15 P. M., Sat.
VK2ME	31.29	Sydney, Australia	1-11 A. M., Sun.
VK3LR	31.30	Melbourne, Australia	4 to 9 A. M.
DJA	31.38	Zeesen, Germany	6.15 to 10.15 P. M.
VK3ME	31.55	Melbourne, Australia	6 to 7.30 A. M., Wed.; 6 to 8 A. M., Sat.
GSB	31.55	Daventry, England	2-6.30 P. M.
CNR	37.33	Rabat, Morocco	3.30-6 P. M., Sun.
OA4AC	38.36	Lima, Peru	10 P. M. to Midnight
HBP	38.47	Geneva, Switzerland	6.30 to 7.15 P. M., Sat.
HJ3ABD	40.55	Bogota, Colombia	7.30 P. M. to Midnight
HC2RL	45.00	Guayaquil, Ecuador	6.45 to 9 P. M., Sun.; 10.15 P. M. to 12.45 A. M., Tues.
PRADO	45.31	Riobamba, Ecuador	10 P. M. to 12.40 A. M. Thurs.
HJ1ABB	46.51	Barranquilla, Colombia	8-11 P. M.
YV3RC	48.78	Caracas, Venezuela	5.30 to 10.30 P. M.
	48.00	Army Aircraft	Evening—irregularly
PK1WK	49.02	Bandoeng, Java	6-7.30 A. M.
YV2RC	49.08	Caracas, Venezuela	6.15 to 11 P. M.
YV5RMO	49.39	Maracaibo, Venezuela	7.30-11 P. M.
CP5	49.34	La Paz, Bolivia	7.30-11 P. M., irreg.
HIX	49.50	Santo Domingo	9.10-11.10, Tues., Fri.
DJC	49.83	Zeesen, Germany	6.30 to 11.45 P. M.
XEBT	49.87	Mexico City	7 P. M. to 2 A. M.
COC	49.90	Havana, Cuba	6 to 8 P. M.
RV59	50.00	Moscow, U. S. S. R.	3-7 P. M.
HJ4ABA	51.49	Colombia, S. A.	2-3 P. M.
HCJB	73.00	Quito, Ecuador	8.30-10.45 P. M.
	67.87 to 73.17	All Ships	Heard irregularly
RV15	70.65	Kharbarovsk, U. S. S. R.	2-10 A. M.
KFZ	45.34, 31.57, 25.36, 23.19, 25, 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 broadcasters at the times indicated. Other stations which you may hear or which are used for international telephone have been purposely omitted.



# Reflections

By Diana Herbert

The MICROPHONE'S Fashion Observer

IN A MODE composed of rich materials and simple, almost severe lines, jewelry naturally comes to the fore.

The simplified sleeve, often three-quarter length, calls for at least one bracelet. The severe necklines, mercilessly shorn of their ruffles and bows, need necklaces or brooches or clips to make them wearable. The new low front decollete revives a need for important jewels, worthy of sloping shoulders and alabaster bosoms.

**BRACELETS** are larger than ever. A famous French beauty was photographed recently in the costume she will wear for first Fall events. It is black marocain, elbow sleeves, high neck finished with a diamond clip, enormous black velvet beret draped to frame her lovely profile, and not quite elbow-length gloves of fine fawn suede, over which she wears two diamond bracelets on her right arm and three on her left.

**RITA BELL** wears on one arm a wide diamond bracelet and on the other four strands of pearls fastened with the new style clasp, which is a sapphire set exactly as if for a ring. Her large rectangular ring matches the clasp in stone and design.

**RINGS** should be chosen for their becomingness as well as their beauty or style. They must suit the wearer's hand just as a hat should suit her face.

**MISS CHICAGO**, who as **MARY ALCOTT** is winning a large radio audience, has long, tapering fingers which are flattered by her oblong little finger ring set with diamonds.

**CLIPS** are too useful ever to go out of style. We only wonder how we ever got on without them! A *Parisienne* gives immense cachet to a plain sweater by draping the high ribbed neckline to one side and fastening it with her loveliest clip.

**LONG DIAMOND CHAINS**, real or like the **CHANEL** costume chains we wore some years ago, are very smart for evening. **LUCREZIA BORI** is among the first to wear them, and they look particularly lovely against the simple, low-cut black or white gowns which she affects.

## Radio Freedom to be Discussed

(Continued from Page 1)

must at all times be jealously safeguarded, freedom of radio can be maintained only through eternal vigilance.

"Liberties as great as these are constantly in danger."

Among other subjects to be discussed at the convention are broadcasting of news, radio advertising and music copyright.

Speakers scheduled include Senator **CLARENCE C. DILL**, **HAMPSON GARY** of the Broadcast Division of the FCC, **JOHN SHEPARD**, 3rd and Commissioner **EDWIN L. DAVIS**, former chairman of the House Merchant, Radio and Fisheries Committee.

### Franklin Life Dramatized

The first installment of a serial dramatization of the life of **BENJAMIN FRANKLIN** will be broadcast over the CBS-WABC network on Saturday, September 15, beginning at 9:30 P. M. **FRED MACKAYE** will play the role of **FRANKLIN**.

## Plaintive



ZORA LAYMAN sings plaintive folk-lullaby songs on the "Heart Throbs from the Hills" programs, broadcast over the NBC-WJZ networks on Sundays at 6 P. M.

## Republican Gatherings Broadcast

Two meetings in celebration of the 147th anniversary of the adoption of the United States Constitution, both held at the Women's National Republican Club in New York City, will be broadcast over the NBC networks on Monday, September 17.

At the morning session, to be carried on the WEAf chain from 10.35 to 11, Lieutenant-Governor **GASPAR G. BACON** of Massachusetts will speak on "Individual Guarantees under the Constitution."

**OGDEN MILLS**, Secretary of the Treasury in the **HOOVER** administration, will speak at the afternoon session, which the WJZ and CBS-WABC chains will broadcast from 4.30 to 5.15.

**MILLS'** subject will be "The Constitution of the United States."

## This and That

(Continued from Page 1)

chance, **ARTHUR F. EDES**, program director for **WEEI**, presents a weekly program Mondays that does just that.

There are not yet enough instances of novelty to satisfy; that cannot be denied. But the few isolated examples I have cited are hopeful signs of what should turn into a trend.

If this is true of local Boston stations, it probably is true of local stations in other cities outside of New York.

Some time ago I had occasion to point out in this column that the networks in New York City have not displayed much originality or novelty in preliminary announcement of the season's plans.

Can it be that the smaller local programs will have to point the way?

### Everett Smith Honored

**EVERETT SMITH**, whose *Nimblewits* column is a weekly feature of *The Microphone* and who conducts a puzzle program Sundays at 11.30 A. M. over **WBZ**, recently was elected president of the National Puzzlers' League.

## Q. and also A.

Q. Is **MARY SMALL** on any station at present?

L. V.; Flint, Mich.

A. **MARY SMALL** will go on the air next month on a children's program. She will be assisted by several other child singers.

Q. What is the name of the new radio musical comedy, and when will it be broadcast? I think it originates at NBC.

H. T. L.; Ferdonia, N. Y.

A. We believe you refer to "The **GIBSON Family**." This is radio's first original musical comedy. The first installment will be broadcast September 15 over **NBC**.

Q. Where is **VAUGHN DE LEATH** singing?

U. B. S.; Littleton, N. H.

A. **VAUGHN DE LEATH** is broadcasting over **WMCA**, as well as over **WOR**.

## Address by the Queen of Holland

An address by **Queen WILHELMINA** of Holland on the occasion of the opening of the Dutch Parliament at The Hague will be broadcast over the **NBC-WEAF** and **CBS-WABC** chains on Tuesday, September 18, from 7.55 to 8.20 A. M.

A summary in English of Her Majesty's remarks will follow her address.

## Favorite Diversion



**THE PICKENS Sisters** tell the story of a time when **PATTI PICKENS** was being interviewed. "What is your favorite diversion?" she was asked. "Window wishing," she replied. She meant "window shopping." The article appeared in print with her favorite diversion as "Window WASHING!"

# Nimblewits

By Everett Smith

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

**NO. 1.** (No time limit) The following Cryptogram caused sharp thinking on the part of members of The American Cryptogram Association, which met recently in Boston.

PVENDT' PXCN! MXTZOCXR-OVC VM JVVC-BOTTNW TGP-EXC DNRDNXR JXBNT VPW-XCW GVHCK ANXDRT YNXXR MXTRND.

**No. 2.** (One minute) A reducing exercise.

Start with the word "MAT-**TING**." Try reducing it by one letter at a time, the remaining letters in their same order spelling a word.

**No. 3.** (3 minutes) Letter Juggling. Three words, each containing a 11 eight letters, may be formed from the following. Can you find them?

A C G I N O S T

**No. 4.** (2 minutes) A horse's step is more than 30 inches and less than 50 inches in length. He takes an exact number of steps in walking 287 inches, and also in walking 451 inches. How long is each step?

**No. 5.** (2 minutes) Another rebus is given below, representing a six-letter word.

K T H S

Consider the ways of the wise, my son.

By the work of the mind the battle is won.

\* \* \*

### Answers to Last Week's Nimblewits

**No. 1.** To successfully solve ciphers, one must have the knowledge of cryptanalysis and originality of mind. This is called "cipher brains."

**No. 2.** Seem, Set, Stem, Step, Pets, Pest, Pester, Best, Rest, etc.

**No. 3.** Need, Weed, Wend, Went, Want.

**No. 4.** \$17.50.

**No. 5.** No one is here.

## Radio Gives First News Of Disaster

(Continued from Page 1)

where they were brought ashore by rescuers.

Meanwhile, press bulletins crowded into the press departments of the networks, were edited and rushed to studios where programs were temporarily halted to permit reading of the bulletins.

## Ed. Young Starts Third Radio Year

One of the local airings which has won a wide juvenile following is the "Uncle **BOB HOUGHTON**" broadcast of the comics, heard over **WNAC** each Sunday at 10.15 A. M.

These half hour programs, which are given by **ED. YOUNG**, start on their third year of unbroken sequence next Sunday, and the policy of featuring talented children as guest stars will be continued. During the past six months, many youngsters have been heard on these programs, many of them for the first time.

One of the features which has won comment from adult listeners (and letters prove that there are many) is the fact that advertising talk is limited to one minute and 30 seconds, yet this time has demonstrated itself to be sufficient for producing highly satisfactory sales results for the Boston department store sponsoring the broadcasts.

Songs, selections on the piano, harmonica and guitar, together with voice characterizations of the comics folks, animal imitations and sound effects keep the show varied and interesting throughout.

## Gibbons Returns September 15th

**FLOYD GIBBONS**, well-known "headline hunter," starts a new series of programs over the **NBC-WEAF** network on Saturday, September 15, at 7.45 P. M.

The series will continue each Saturday at the same hour over the same network.

### Recitals By Levitzki

**MISCHA LEVITZKI**, famous pianist, will give the first in series of four weekly recitals over the **NBC-WJZ** network on Sunday, September 16, beginning at 10.15 P. M.

## CBS Broadcasts Last of Roundup

Three automobiles filled with radio equipment and announcers have travelled some 230 miles into the Oregon plains to broadcast the last of **PENDLETON'S Silver Jubilee Roundup**.

It goes on the **CBS-WABC** chain Saturday, September 15, from 6 to 6.30 P. M.

Among the events to be described are Indian exhibitions, "bull-dogging" steers and bronco "busting."

Western cowboy champions will compete with "dude" ranch riders and Eastern visitors.

## POWERS' Asthma Relief

has been a boon to the afflicted for over 50 years. 6 oz. 60c - 18 oz. \$1.20.



Buy at Your Local Druggist's or Write Direct

**E. C. POWERS COMPANY**

Box 62, Dorchester Center Station, Boston

# No More Impersonations

By Georgie Price

I HAVE GIVEN up imitations once and for all. You may think such a decision the suicide of a reputation built on that very kind of entertainment in vaudeville, movie shorts, Broadway revues and radio. But two definite instances have proved to me the folly of my wares.

One particular experience brought home to me the realization that to create your own style, and emphasize your own personality, is a much more effective way to build up a public. During one of my tours, I played at a theatre in Los Angeles. I had routined an act of imitations of several stage celebrities. After the performance, when I was leaving the stage door, a mother rushed up to me with her young, stage-struck son, and asked if I would show him how to do some impersonations.

He was a cute little fellow, and to please him I went over my whole routine. That was the last I saw of them until several years later, but this time he was backstage.

We had been going from San Francisco to Los Angeles, when we ran into a cloudburst. The train was delayed several hours. Arriving at the station, there was barely time enough to rush to the theatre, and no opportunity to rehearse with the orchestra.

As I dashed into the theatre, I ran into a lad who looked like the little stage-struck boy of several years back. He recognized me, ran up and shook my hand.

"What are you doing backstage?" I asked.

"Oh, they phoned me to hurry over and fill in for one of the acts that didn't show up. I've just finished my turn."

"That's swell," I said. "What sort of an act did you put on?"

"Impersonations. You know, the ones you showed me; Ed Wynn, Al Jolson, Eddie Cantor—"

My heart sank. It was my exact routine. I couldn't very well go out in front of the audience and do the same thing over again. So I rushed over to the wings. The orchestra struck up a tune. Wearing my hat and carrying my music under my arm, I walked on the stage. I explained that the train had been delayed, and the rest of the performers on the bill had just arrived. It was quite

an extemporaneous speech, and as a matter of fact, so was my act. Leaning over the footlights, I handed the music to the orchestra leader, and directed him to take out such-and-such a number. While waiting for them to get out the orchestration, I told an old, old joke about my aunt. Much to my surprise, there was a big response.

Then I sang a song, and while the orchestra was setting up the second selection, I told another joke which I had discarded long ago. It almost brought down the house. A little non-plussed, I kept this up for 15 minutes, and when I concluded the act, they brought me back for two encores.

Up in my dressing room, while unpacking my bags, I couldn't decide whether it was because of the informality of the act, or if the people out front were just being indulgent. I decided to make a test, and that night returned to my old routine. It was after the show that night that I decided to give up imitations.

But the flesh is weak. Whenever someone would say:

"Georgie, do you remember the night you sang like Harry Richman? I wish you'd do it again for us, just once," I'd forget all about my resolutions, and oblige. And it wasn't long before I again included them in my routine.

"The proof of the pudding is in the eating," so the saying goes, and the proof of the wisdom of my decision to

create my own individual style, was evidenced in the fact that I quadrupled my salary by being just Georgie Price, and not six other men.

It is all very nice making your fellow performers better known, but the best you can hope for is a momentary reaction. If the imitation is good, they will applaud vigorously, it is true, but when they leave the theatre, it is more than likely they will remember your subject, rather than the performance you worked so hard to give.

And, strange to say, I'd rather have the audience remember me than any of the more excellent actors I've tried to impersonate.

If you ask me why, I'd find it difficult to answer you—unless you accept the explanation that I'm an actor.



GEORGIE PRICE, comedian, recently featured on a CBS program, renounces impersonations and tells why in the accompanying article.



# MICROPHONE

THE ORIGINAL U.S. RADIO NEWSPAPER

Programs For Week Ending September 21

5¢

Radio Weekly



Elaine Melchior, CBS Actress