

BROADCAST NEWS

FOR THE WEEK

Vol. I.

\$1.50 PER YEAR

May 7, 1932

5c A COPY

No. 15

A RADIO FAVORITE



EMMELINE BOYER KINNEBREW
WSM Artist

The Official Programs of Radio Stations WLAC and WSM
From May 8th to May 15th

Broadcast News Radio Festival and POPULARITY CONTEST

Free Trip to New York City and other

VALUABLE PRIZES

Help select Tennessee's most Popular Young Lady. Help her win the trip to New York City and the Beautiful Silver Loving Cup with her name engraved thereon. Help yourself to enjoy the entertainment from the four corners of the earth as brought to you by the perfected new model radios of 1932.

List of Prizes



A Silver Loving Cup will be awarded to the winner in each county.



The Grand Prize will go to the winner in the state as Miss Tennessee of 1932.



SPECIAL PRIZE

One individual photograph will be given to each of the fifty leading contestants by Leonardt Studios
208 Hitchcock Bldg.



WHO

is the most popular girl in Tennessee? Her picture will appear on the front cover of The Broadcast News, first week in June.



Rules of Contest



Shop at the places whose names appear below and ask for popularity contest tickets. With each \$1.00 purchase you will receive a vote coupon that is good for 100 votes in the popularity contest. Write the name of the young lady you think the most popular or most deserving on the vote coupon and mail to BROADCAST NEWS, 112 Eighth Ave., N., Nashville, Tenn.

1,000 votes will be given with each yearly subscription to the Broadcast News.

Votes will be counted each week, names and standing of contestants will appear in each issue of Broadcast News. Contest closes May 28.

Vote coupons must be called for at time of purchase. Merchants will not give coupons on previous sales.

WHERE TO OBTAIN VOTE COUPONS

NASHVILLE DEALERS

Banner Furniture Co.
209 Third Ave., N.
Burk & Co.
416 Church St.
Castner-Knott Co.
Radio Dept.
H. Cohen Furniture Co.
207 Third Ave., N.
Herbrick & Lawrence
607 Church St.
Leonardt Studios
Hitchcock Building
Phillips & Quarles Hardware Co.
409 Broad St.
Claude P. Street Co.
717 Church St.
B. H. Stief Jewelry Co.
616 Church St.
L. C. Tiller Co.
206 Capitol Blvd.
Tennessee Tire Co.
Broadway at 10th Ave.
Temple U-Drivit Co.
159 Fifth Ave., N.
Shepard's Ladies Tailor
530 Union St.

GALLATIN DEALERS

Gallatin Dry Goods Co.
E. Franklin & Sons Groceries
Bandy & Duncan Drug Co.
The Kelly Tire Co.
Suddarth Furniture Co.

HARTSVILLE DEALERS

Dalton's Department Store
W. A. Wright Grocery
Mutt and Jeff Service Station
Suddarth Furniture Co.

SPRINGFIELD DEALERS

McCord & Harris Drug Co.
N. W. Watson Grocery Co.
Texaco Umbrella Station
Yellow Truck Line
Stewart Williams Furniture Co.

CARTIAGE DEALERS

D. A. Dukes Co.
Carriage Hardware & Furniture Co.
Owen Tire Co.
Reed Bros. Drug Co.
Cash and Carry

WINCHESTER DEALERS

Winchester Furniture Co.
Scharber Bros. Service Station
Grant and Grant Grocery Co.
Grant's Volunteer Food Store
C. O. Prince Drug Co.

OLD HICKORY DEALERS

H. Cohen Furniture Co.
DuPontonia Dry Cleaners
Rayon Grocery Co.
DuPontonia Tent Theatre
Hills Service Station
Titus Barber & Beauty Shop
Townsend Drug Co.

FRANKLIN DEALERS

Kinnard's Drug Store
McCall Electric Co.
Andrews Tire Co.
McCall Grocery Co.

TULLAHOMA DEALERS

W. J. Couch & Co.
Clayton & Company
Mrs. Gordon's Beauty Shop
Bratton Motor Co.
E. B. Franklin Co.
Carpenter Drug Co.

LEBANON DEALERS

Exchange Furniture Co.

MEMPHISVILLE DEALERS

Semonos, The Jeweler
Bostick Drug Co.
Frank Montgomery Grocery
Yann Dry Cleaning Co.
Smith Brown-Built Shoe Store
Central Garage

COLUMBIA DEALERS

Frakes Bros. Electric Co.
Gordon's Ladies' Shop
Duck River Tire Co.
Jake Stein's Shoe Store
Ritter's Grocery
Waldrige Drug Co.

COOKEVILLE DEALERS

Cornwell's Filling Station
O. C. Masters Radio Service

SHELBYVILLE DEALERS

Blue Front Drug Co.
R. A. Taylor & Son
Mrs. Wood's Beauty Shoppe
H. F. Hoover
Bedford Dry Cleaners

MURFRESBORO DEALERS

Haynes Hardware Co.
McCord & Harris Drug Co.

FAYETTEVILLE DEALERS

Galloway-Raby Co.

OUTCOME OF POPULARITY CONTEST HANGS IN BALANCE

Silent Vote Expected to Have Predominating Effect.

Although many thousand votes were cast in the Broadcast News Radio Festival and Popularity Contest the past week, the margin separating the leaders remains practically the same. However, a number of candidates who heretofore had not been considered very dangerous have moved up to the firing line. Their rapid advancement is causing much concern among some of the leaders who had previously believed they had only two or three to beat.

Among the contestants who have recently made a leap for first place are the Misses Janette Simmons, Springfield; Pauline Hudgens, Cookeville; Elizabeth Stacy, Shelbyville; Jessie Stasteen, Winchester; Marie Meadows, McMinnville; Vera Hyder, Algood, Elizabeth Moorehead, Tullahoma; Crysteel Keen, Gallatin; Goldie Sanders, Gallatin; Dixie Fay Nixon, Lebanon; Kathleen Stanley, Old Hickory; Ruth Jones, Carthage; Virginia McClellan, Carthage; Minnie L. Lemmons, Carthage; Martha Almond, Carthage, and Avo Boyd, Cookeville. This is just the ones who have forged forward the past week and who knows but what there are numerous others who are just setting back laughing up their sleeves ready to drop a bomb shell into the works at any minute.

On account of the nature of this contest and the way voting coupons are obtained, a prophecy as to the winner would be purely a guess. The contestants commanding the early lead have practically worked out their circle of friends on subscriptions, while the ones starting at a later date still have the combined voting power of their friends to overthrow the margin gained by their competitors.

The general public is very "tight lipped" concerning the selection of "Miss Tennessee for 1932." It has been observed that the many friends of most all the contestants are softly and silently moving around gathering in votes by trading with the merchants who are giving vote coupons and subscribing to the BROADCAST NEWS. This silent vote must not be overlooked, for it will surely have a tremendous bearing in the outcome in this contest. We have a suspicion that the "Broadway or Bust" spirit shown by the contestants has literally spread to the friends and supporters of all the popular and deserving young ladies competing for the Great Honors of "Carpeting Broadway" with the colors from the Volunteer State.

Join the "Silenteers" today. Subscribe to the BROADCAST NEWS for one year and give 1,000 votes to the one girl you think the most popular. Then for the next 52 weeks enjoy the "a plus" radio entertainment from the four corners of the earth as brought to you by WLAC

and WSM, two of the South's outstanding broadcasting stations.

Following is the complete list of Contestants and their standings up to and including Monday, May 2nd:

Davidson County

Name and Address	Votes
Elsie Patterson, 2905 W. Linden	255,900
Reita Smith, 2501 Capers	165,900
Mary Collie, 1615 Holly St.	145,000
Lovey Jean Bell, 1019 Villa	31,000
Louise Muse, c/o Nashville Gas Co.	21,200
Lucile Wright, 1121 Lischey Ave.	16,700
Miller Schmaidt, c/o Washington Mfg. Co.	17,900
Margaret McAdams, McGannon Hall	12,100
Mildred Olshine, 3715 Richland	6,000
Katie Whitehead, 1817 Broad	6,700
Katherine Simpson, 1905 Adelia Ave.	2,000
Lillian Hankins, Old Hickory	3,200
Estelle Batson, Old Hickory	1,000
Margaret Batson, Old Hickory	1,000
Monnie M. Belcher, Old Hickory	1,000
Nonnie L. Frazier, Old Hickory	1,500
Mary Bass, Old Hickory	3,000
Kathleen Stanley, Old Hickory	24,100
Annie M. Belcher, Old Hickory	1,000
Goldie Sanders, Old Hickory	2,300
Mary E. Gardner, Old Hickory	4,000
Goldie Thompson, Old Hickory	2,000
Virginia Young, Old Hickory	1,000
Azilee Clemons, Old Hickory	1,000
Alma Corley, Old Hickory	1,000
Eva Corley, Old Hickory	1,000
Eva Jaynes, Old Hickory	1,000
Katherine Spontz, Old Hickory	1,000
Mildred Walker, Old Hickory	1,000
Edith Rudolph, Old Hickory	1,000
Mirtie Stroud, Old Hickory	1,000

Robertson County

Marie Humphrey, Springfield	1,000
Mildred Ruffin, Springfield	1,000
Sarah Bell Glover, Springfield	3,000
Marie Louise Rosson, Springfield	5,600
Mae Qualls, Springfield	2,500
Robye D. Link, Springfield	1,000
Nancy Brown, Springfield	1,000
Elizabeth Rudolph, Springfield	1,000
Billie Darden, Springfield	3,800
Anne Frances Conn, Springfield	1,000
Janette Simmons, Springfield	50,900
Catherine Purviance, Springfield	1,000

Maury County

Carrie Vaughn, Columbia	1,600
Frances Rice, Williamsport	50,800
Beautrice Sharpe, Columbia	3,100
Dorothy Porter, Williamsport	2,700
Eleanor Wade, Sante Fe	1,300
Mary Beasley, Columbia	3,400
Mary Bess Black, Columbia	2,100

BROADCAST NEWS FOR THE WEEK

Published Every Saturday by the SOUTHERN COLORTYPE CO.

Local and Long Distance
Phone 6-8432

142 8th Ave., N., Nashville, Tenn.

Vol 1. MAY 7, 1932 No. 15

Katherine Cushman, Columbia	216,200
Reita Cluxton, Columbia	2,600
Mildred Gaines, Columbia	4,100
Mary Louise Yeiser, Columbia	1,200
Edith Kleopper, Columbia	3,700
Josephine Moore, Columbia	1,600
Dorothy Hughes, Columbia	1,300
Mrs. John Webb Parks, Columbia	1,200
Rosa Lee Cruse, Columbia	1,400
Becky Steele, Columbia	2,400
Julia Myers, Columbia	1,500
Margaret Foster, Columbia	1,300
Sammie L. Wilkins, Columbia	1,500
Catherine Gilbert, Columbia	1,300
Isabelle Ross, Columbia	5,100
Sara Crozier, Columbia	2,600

Trousdale County

Ada Beasley, Hartsville	1,000
Baibia Guinn, Hartsville	6,800
Dorothy Hall, Hartsville	3,000
Virginia Hale, Hartsville	30,100
Lillian A. Merryman, Hartsville	12,300
Mary A. Kirby, Hartsville	1,200
Anna Rankins, Hartsville	10,400
Evelyn Wise, Hartsville	1,000
Aileen Beasley, Hartsville	2,300
Louise Fuqua, Hartsville	3,900
Helen Vance, Hartsville	1,000
Helen Bratton, Hartsville	102,600

Smith County

Robbye Beasley, Carthage	6,100
Hazel Malone, Carthage	6,100
Rebecca Beasley, Carthage	5,200
Eleanor Smotherman, Carthage	1,200
Virginia McClelland, Carthage	18,700
Ruth Jones, Carthage	58,200
Elizabeth Cox, Carthage	1,400
Mary Chapman, Carthage	2,700
Avanelle Matthews, Carthage	5,800
Ruth McKinney, Carthage	2,000
Pauline Bates, Carthage	1,100
Edith Nixon, Carthage	1,000
Amelia Fisher, Carthage	3,600
Margaret Smotherman, Carthage	1,000
Beatrice Sloan, Carthage	4,500
Minnie L. Lemmons, Carthage	53,800
Chester Huffines, Carthage	1,100
Martha Almond, Carthage	7,900

Putnam County

Mary Etta Neal, Cookeville	1,000
Mary Sue Carlin, Cookeville	3,000
Avo Boyd, Cookeville	8,400
Elnora Stanton, Cookeville	1,000
Willie Wilson, Cookeville	1,000
Ona V. Ellis, Cookeville	1,000
Clara Starnes, Cookeville	1,000
Edith Marie Bilyeu, Cookeville	1,000
Hilma Ledford, Cookeville	3,000
Kathleen Kittrell, Cookeville	1,000
Pauline Hudgens, Cookeville	8,800
Vera Hyder, Algood	7,000

WILL ROGERS HEADS WLAC PROGRAM SUNDAY

From the New York Studios Will Be Ray Dooley, June Knight, Jean Sargent, Charles Carlile, Eddie Dowling and Florenz Ziegfeld.

Will Rogers and Billie Burke will head the array of talent to be heard on the sixth "Ziegfeld Radio Show" Sunday night at 8:30 o'clock, when they again broadcast from Los Angeles over a nation-wide Columbia network, including WLAC, the station of the Life and Casualty Insurance Company.

Appearing before the microphone in the New York studios will be Ray Dooley, stage comedienne; June Knight, featured in "Hot-Cha;" Jean Sargent, torch singer; Charles Carlile, tenor; Eddie Dowling and Florenz Ziegfeld. Al Goodman will direct the orchestral portion of the gala program.

Both the gum-chewing humorist and Miss Burke appeared together on the inaugural Ziegfeld broadcast early last April. At this time no advance announcement was issued concerning Will Rogers' scheduled radio performance, his introduction on the program coming as a surprise to listeners.

There will be two married couples on the Sunday's program. In their private lives, Miss Burke is Mrs. Florenz Ziegfeld, and Ray Dooley is the wife of Eddie Dowling, with whom she appeared in several musical comedies.

Eddie Dowling will again act as master of ceremonies, introducing to radio listeners the different artists and Ziegfeld, with whom he will discuss several of the producers' past stage successes.

Kentucky Derby on WLAC and Chain

Radio's comprehensive season of horse racing coverage will be auspiciously inaugurated on Saturday, May 7th, when the Columbia Broadcasting System will carry a description of the Kentucky Derby at Churchill Down, Kentucky. America's best-known horse race and one of the most colorful spectacles of the sport world, from 4:15 to 5:30 o'clock.

The spectacle will be covered for Columbia by Ted Husing, ace sports announcer of the network, and Thomas B. George, whose association with thoroughbreds in horse racing over a period of years has qualified him as one of the country's leading turf authorities. Husing will bring Columbia's listening audience his colorful word-picture of the glamor surrounding the event, while George, who will cover the remainder of Columbia's ambitious schedule of racing broadcasts throughout the season, will describe the running of the race.

Beautiful Music on Cathedral Hour

Selected arias from Gounod's beautiful "Messe Solennelle" will be the major offering during the broadcast of the Cathedral Hour, a weekly musical service under the direction of Channon Collinge, when it is broadcast over WLAC and the Columbia network, from 2 to 3 o'clock Sunday afternoon.

In addition, the Chorale, by Bach, sung by the Cathedral Choir; a request solo, "Come Unto Me," by Van Laer, sung by Crane Calder, bass; and the "Pilgrims' Chorus," from Wagner's opera, "Tannhauser," will complete the presentation.

Grenadier Guards Band Concert From WLAC

One of the world's most noted military bands, playing works by America's "March King," the late John Philip Sousa, will be heard in the United States and Canada for the first time Sunday, when a concert by the Grenadier Guards Band is broadcast through WLAC and the Columbia network from 8:30 to 9 a.m.

In the London studios of the British Broadcasting Corporation the band will be heard under the direction of Captain G. Miller in the patrol, "Rose, Shamrock and Thistle"—dedicated to the national emblems of England, Ireland and Scotland—and the suite "Dwellers in the Western World."

Symphonic Hour On WLAC Sunday

Mozart's violin concerto in A major will be the principal work heard during the Symphonic Hour, from 1 to 2 o'clock Sunday afternoon, with Toscha Seidel as soloist with the Columbia Symphony Orchestra under the direction of Howard Barlow. The program will be broadcast through WLAC and the Columbia network.

Barlow has chosen the overture to "Semiramide" by Rossini to open the program, and will conclude with Tchaikovsky's overture - fantasia "Romeo and Juliet," a piece of program music that paints a vivid tone-picture of the immortal lovers' story.

SUNDAY'S PROGRAM W L A C

- 7:00 Columbia Junior Bugle, CBS.
- 8:00 Columbia Church of the Air, CBS.
- 8:30 New World Salon Orchestra, CBS.
- 9:00 Julia Mahoney and Chas. Carlyle, CBS.
- 9:30 Voice of St. Louis, CBS.
- 10:00 New Testament Bible Class, Mr. A. M. Burton, President.
- 10:45 The Street Singer, CBS.
- 11:00 Services from Central Church of Christ.
- 12:00 Eight Sons of Eli, CBS.
- 12:30 Columbia Church of the Air, CBS.
- 1:00 Symphonic Hour with Toscha Seidel, CBS.
- 2:00 Cathedral Hour, CBS.
- 3:00 Pastorale, CBS.
- 3:30 Ann Leaf at the Organ, CBS.
- 4:00 Quiet Harmonies, CBS.
- 4:30 WLAC Quartet.
- 4:45 Wm. Carter, Pianist.
- 5:00 Dr. Julius Klein, CBS.
- 5:15 Alex Haas' Orchestra, CBS.
- 5:45 Theo. Karle, tenor, CBS.
- 6:00 Services from Central Church of Christ.
- 7:00 Fred Waller, tenor.
- 7:15 "Brad and Al," E. T.
- 7:30 Herman and Bob.
- 7:45 Services from First Baptist Church, Dr. W. F. Powell, Pastor.
- 8:30 Ziegfeld Follies Radio Show, CBS.
- 9:00 The Gauchos, CBS.
- 9:30 Sport Review.
- 9:45 Eddie Duchin's Orch., CBS.
- 10:00 Coon-Sanders' Orches., CBS.
- 10:30 California Melodies, CBS.

When preliminary tests were being conducted for the broadcast from an airplane 10,000 feet above New York City by Peggy Keenan and Sandra Phillips, Columbia's red-headed pianists, announcer Bill Brenton was selected to perform for both the oral and the musical trials. Bill thinks that he is probably the first person in history to interpret Bach and Beethoven two miles above the earth.

During one of his recent Columbia broadcasts Ben Bernie announced what in his opinion will be one of the greatest sporting events of the years. The "old maestro" referred to the forthcoming golf match between George Olsen and himself. Ben modestly predicted which way the victory would fall.

**Don't Fool Around With a
Good Radio Gone Bad**

CALL AN EXPERT
Phone 6-0879
RADIO SERVICE DEPT.

Beesley Furniture Co.

SUNDAY'S PROGRAM
W S M

- 9:30 Major Bowes' Capitol Theatre Program, NBC.
 9:45 Fidelis Class, First Baptist Church.
 10:30 Careless Love, NBC.
 10:45 Control of Crime, NBC.
 11:00 First Presbyterian Church
 12:00 Pop Concert, NBC.
 12:30 Yeast Foamers, NBC.
 1:00 The Friendly Hour, NBC.
 1:30 National Sunday Forum, NBC.
 2:00 Iodent Program with Jane Frohman, NBC.
 2:15 John Fogarty, Tenor, NBC.
 2:30 Lifetime Parade, NBC.
 3:00 Paul Luther McFerrin, Organist.
 3:30 Slow River, NBC.
 4:00 Catholic Hour, NBC.
 4:30 Our American Schools, NBC.
 5:00 Sing a New Song, NBC.
 5:15 Fiddle and I, NBC.
 5:30 The Three Bakers, NBC.
 6:00 Sacred Quartet.
 6:30 Chase and Sanborn Hour, NBC.
 7:00 Enna Jettick Melodies, NBC.
 7:15 American Album of Familiar Music, NBC.
 7:45 Vine St. Christian Church Service.
 7:50 First Presbyterian Church Service.
 8:45 WSM Little Symphony: Angeline Smith, Soprano; John Lewis, Baritone.
 9:30 Sunday at Seth Parker's, NBC.
 10:00 WSM Rhythm Symphony.
 10:45 William Stoess and His Orchestra, NBC.

**Russian Opera Foundation
Will Present Program From
NBC and WSM Next Sunday**

For the first time in the history of broadcasting in the United States a Russian opera company will present native Russian grand opera in part on the air on Sunday, May 8.

At that time the National Broadcasting Company will present the Russian Opera Foundation in scenes from Modeste Moussorgsky's grand opera, "Boris Godounoff," with a symphonic orchestra under direction of Alexander Aslanov, former conductor of the Imperial Opera of Petrograd, and Russian operatic artists.

The program will be broadcast over an NBC-WEAF network that includes WSM at 6 p.m. and will last for one hour. The program was arranged by Max Panteleieff, director of the company, in cooperation with NBC officials in the hope of furthering the popularization of Russian grand opera in America. All the solo and chorus numbers will be in their native tongue.

**Emmeline Boyer Kinnebrew, Heard on
Concert Hour of WSM, Favorite**

**Nashville Girl Has Studied Under Best Teachers and Appeared
in Concert With Noted Artists.**

Each Monday evening at 8:30 o'clock WSM, The Shield station of Nashville, presents one of the most popular concert programs of the South. One reason for this popularity is that operatic arias are sent to the listeners with the dulcet notes of Emmeline Boyer Kinnebrew, Nashville girl who has gained national fame for her singing.

A Nashville girl, trained and developed at Ward-Belmont here, Mrs. Kinnebrew has enjoyed the distinction of being presented with Giovanni Martinelli, the great and popular student of Ward-Belmont department of music, she was trained for five years by Miss Florence N. Boyer. After a year of public singing in this community, Mrs. Kinnebrew went to New York to complete her studies, and was fortunate enough to be placed with the noted Fucito, who trained not only Martinelli, but the great Enrico Caruso. In the hands of the

maestro, she gained the easy, graceful facility and powers of expression that mark her singing from WSM.

She was chosen by Martinelli to appear in a country-wide concert tour with him, after listening to her voice. She has also presented joint concerts with another famed Nashville singer, James Melton, who recently was rated as the most popular tenor appearing on the air in a vote conducted by a New York paper.

In addition to being one of Nashville's most prominent singers, Mrs. Kinnebrew is a leader in Little Theater circles, taking many important parts in productions staged by that group. She is an established favorite with the younger social set of Nashville.

Her programs from WSM are marked with a graceful, pleasing interpretation that makes her concerts double enjoyable. She became a member of the WSM staff shortly before the first of the year.

**Movie Making as Germans
Do It To Be Presented in
Special Sunday Feature**

Movie making as it is done in Germany will be heard in the United States Sunday, May 8, during a program from Berlin to be carried over an NBC network. WSM will bring the feature to the South.

An English version of the talking picture, "Mona Lisa" already released in German, is being filmed in the Tobias studios in the German capital. Microphones will be set up on the movie lot and Americans will be able to hear the actors over an NBC-WEAF network at 5 p.m.

Mrs. Lillian T. Mowrer, art critic, will introduce the program and tell something of the story. Artists taking part in the production will then be heard as they go through their parts. The picture is being retaken with American actors for presentation in the United States.

**WSM Carries Adventures
Of U. S. Secret Servicier**

Effective Saturday, "K-7," the dramatized experience of American secret service operatives during the world war, was presented over WSM and an NBC-WEAF network at 7 p.m., instead of Sunday nights at 4:30 p.m., over and NBC-WJZ network. The productions will be continued to be based upon material compiled by a former member of the United States Secret Service who prefers to be known only by his designation, "K-7." He will act as narrator on the program.

**Eugene Goossens Will
Lead Symphonic Group
Sunday From NBC**

Eugene Goossens, noted conductor of the Cincinnati Symphony Orchestra, will direct the playing of five symphonic compositions in the NBC Orchestral Awards broadcast on Sunday, May 8, when five American composers receive \$10,000 in awards offered by M. H. Aylesworth, president of the National Broadcasting Company, in the first nation-wide selection of its kind ever made.

Goossens will conduct an NBC Symphonic Orchestra at 8:15 p.m. on that date over a coast-to-coast NBC-WEAF network in the presentation of the five symphonic works selected from 573 manuscripts submitted to a committee of which Deems Taylor is chairman and director of the awards. The Jury of Selection was made up of five distinguished conductors—Walter Damrosch, Tullio Serafin, Leopold Stokowski, Frederick Stock and Nicolai Sokoloff. These jurors spent several months examining the merits of each composition. They finally selected the five works that will be heard on May 8.

In the broadcast the five compositions will be played for a National Committee of Awards made up of 150 well-known judges of music listening in all parts of the United States. At the close of the program each member of the widely scattered committee will telegraph to the NBC in New York his or her ranking of the five compositions. These ballots will determine which composition will receive the first award, which

(Continued on page 13.)

Eminent Britons to Tell Story of Their Careers

Inaugurating a weekly series of international broadcasts in which eminent Britons in many different activities will tell of their careers, under the general title "Rungs of the Ladder," the Right Hon. J. H. Thomas, secretary of state for the dominions in the present British government, will be heard in the United States and Canada through the WABC-Columbia network from 2:20 to 2:40 p.m. Monday, May 9.

Originally a railway employee who interested himself in trade unionism and so became associated with the political activities of organized labor, Thomas has held several important cabinet offices since his election to Parliament in 1910. He is now conspicuous for his handling of the delicate situation resulting from the Irish Free State government's move to abolish the oath of allegiance.

Chatting With Ida Bailey Allen

A special program of recipes based on the scientific diet now being provided for the 30,000 persons receiving food relief from the Public Welfare Department of Syracuse, New York, will be broadcast during the Chatting with Ida Bailey Allen program to be heard over WABC and the Columbia network Monday, May 9, from 8:00 to 8:30 a.m. Mrs. Allen has received from the Honorable R. B. Marvin, Mayor of Syracuse, an outline of the menus which are prepared by the Welfare Department at a cost of only nine and three-tenths cents per person per day.

So delicious and so adequate in nourishment are these low cost meals that Mr. Marvin has adopted them for his own family. The menus have been approved by the Syracuse Department of Health and the Academy of Medicine.

Vaughn de Leath

Swanee tunes, blue rhythm and fireside songs will be featured by Vaughn de Leath, contralto, and her lightning-fingered piano boys, Shapiro and Shefter, in their quarter hour over the WABC-Columbia network Monday, May 9, at 4:15 p.m.

Miss de Leath's numbers will include "Swanee," "Hallelujah," "By the Fireside" and "Without That Man." The piano duo will offer their version of "Jericho" and "Blue Moon."

Several days ago there was a meeting of New York City Democrats. The chairman of the gathering opened the proceedings by asking all present to rise and sing the unofficial party anthem, "Tammany." The band struck up the tune, and to the surprise of the presiding officers a large part of the audience responded by singing the lyrics of Singin' Sam's theme song, written to that tune.

Programs on WLAC You'll Like

Swanee tunes, blue rhythm and fireside songs will be featured by Vaughn de Leath, contralto, and her lightning-fingered piano boys, Shapiro and Shefter, in their quarter hour over WLAC and the Columbia network from 4:15 to 4:30 Monday. Miss de Leath's numbers will include "Swanee," "Hallelujah," "By the Fireside" and "Without That Man."

"Shout, Sister, Shout," sung by "Those Boswells," and "My Gal Sai," a novelty arrangement played by Nat Shilkret's Orchestra, will feature "Music That Satisfies" over WLAC from 8:30 to 8:45 p.m. Monday.

Elizabeth Barthell, former exclusive WLAC artist, will be heard in another of her programs of blues songs over the Columbia network at 5 o'clock Tuesday afternoon.

Ruth Etting will sing of "Laughing at Life" and "That's What Heaven Means to Me" when she appears with Nat Shilkret's Orchestra at 8 o'clock Wednesday night.

"Mother's Day" programs will be heard from the WLAC studios on Wednesday, Thursday and Friday nights at 8:15.

The program of songs by Darleen Sexton, Robert Ross Dowden and Lena Porter will be one of the interesting features from WLAC on Friday night at 7:30 o'clock.

Your Radio a Necessity

Relief from the excise tax of five per cent on radio sales adopted by the House of Representatives will be asked of the Senate by the radio industry, said Bond Geddes, executive vice-president of the Radio Manufacturers Association.

"In its widespread service to the public as a great agency of communication, religion, education and daily individual and national development, as well as entertainment, radio cannot be fairly classified as a luxury, semi-luxury or non-essential. Like the daily newspaper, which is carefully exempted in the House Bill from any additional tax burden, radio is a daily and vital means of communication. Its use is universal and we oppose a special discriminatory tax on this great service to the millions of the American radio public. The classification of radio, with cosmetics, candy, etc., as a luxury is absurd."—From Broadcast Advertising.

Coon-Sanders reverted to their old-time theme song, "My Paradise," for only one broadcast recently. The reason was that they had received so many requests that their new signature, "I Want to Go Home," be played in entirety, that in order to avoid repetition they revived their old theme.

MONDAY'S PROGRAM W L A C

- 7:00 Little Jack Little, CBS.
- 7:15 Setting up Exercises.
- 7:30 Tony's Scrap Book, CBS.
- 7:45 Old Dutch Girl, CBS.
- 8:00 Sunrise Serenaders.
- 8:30 Sweet and Hot, CBS.
- 9:00 There's a Difference.
- 9:15 Musicale Alphabet, CBS.
- 9:30 Melody Parade, CBS.
- 9:45 Ben Alley, CBS.
- 10:00 Red Brewer and his Orchestra, CBS.
- 10:30 Mrs. Eugene Crutcher, Speaker.
- 10:45 Mary Elizabeth Hicks, Pianist.
- 11:00 George Hall's Orchestra, CBS.
- 11:30 Armand Vescey's Orchestra, CBS.
- 12:00 Ann Leaf at the Organ, CBS.
- 12:25 Services from Central Church of Christ.
- 1:00 Columbia Salon Orchestra, CBS.
- 1:30 Sam Prager, pianist, CBS.
- 1:45 Four Eton Boys, CBS.
- 2:00 Tenn. Daily Market Reports.
- 2:15 Rhythm Kings.
- 2:20 Rungs of the Ladder from London, CBS.
- 2:40 Columbia Artist Recital, CBS.
- 2:45 Tommy Christian's Orchestra, CBS.
- 3:00 Palisade Orchestra, CBS.
- 3:30 Paramount Orchestra, CBS.
- 4:00 Current Events, CBS.
- 4:15 Vaughn De Leath, CBS.
- 4:30 Geo. Hall's Orchestra, CBS.
- 4:45 Bing Crosby, CBS.
- 5:00 Ted Brewer's Orchestra, CBS.
- 5:30 Four Clubmen, CBS.
- 5:45 Philomena Rose, pianist.
- 6:00 Devotionals from Central Church of Christ.
- 6:30 Sport Review.
- 6:45 The Ambassadors, CBS.
- 7:00 Lillian Ott, Pianist.
- 7:15 Lionel West.
- 7:30 Prosperity Program.
- 8:00 Arabesque, CBS.
- 8:30 Chesterfields, CBS.
- 8:45 Arthur Jarrett, CBS.
- 9:00 Howard Barlow and His Symphony Orchestra, CBS.
- 9:15 Maxwell House Tune Blenders, CBS.
- 9:30 Morton Downey and Anthony Wons, CBS.
- 9:45 Noble Sissle and his Park Central Orchestra, CBS.
- 10:00 Isham Jones' Orchestra, CBS.
- 10:30 Eric Madriguera and his Biltmore Orchestra, CBS.
- 11:00 WLAC Vagabonds.

David Ross, Columbia announcer, is convinced that the Venus de Milo was the inspiration for "A Farewell to Arms."

MONDAY'S PROGRAM
W S M

- 6:30 Cheerio, NBC.
 7:00 Morning Alarm.
 7:15 Laymen's Morning Devotion.
 7:30 Beautiful Thoughts, NBC.
 7:45 Nothing But the Truth, NBC.
 8:15 Clara, Lu and Em, NBC.
 8:30 Our Daily Food, NBC.
 8:45 Chatter from Hollywood.
 8:50 Soloist, NBC.
 9:00 Throbs of the Music Clef, NBC.
 9:15 Singing Strings, NBC.
 9:30 Hinds Romance Exchange, NBC.
 9:45 CPA News Bulletins.
 10:00 G. E. Circle, NBC.
 10:15 The Real George Washington, NBC.
 10:30 Bisquick Contest.
 10:35 Hal Kemp and His Orch., NBC.
 11:00 Harold Stokes and his Orchestra, NBC.
 11:15 U. S. Department of Commerce Talk.
 11:30 NaNtional Farm and Home Hour, NBC.
 12:30 Tenn. Division of Markets.
 12:45 William A. Burnett, Talk on Livestock.
 12:50 Markets.
 1:00 Francis Craig's Andrew Jackson Hotel Orchestra.
 1:30 U. S. Marine Band, NBC.
 1:45 P.-T. A. Health Talk.
 2:00 Pop Concert, NBC.
 2:30 Hotel Cosmopolitan Orchestra, NBC.
 2:45 Harry Kogen's Orchestra, NBC.
 3:15 Soloist, NBC.
 3:30 Swanee Serenaders, NBC.
 3:45 Songsters, NBC.
 4:00 Royal Night Hawks.
 4:15 CPA News Bulletins.
 4:30 Matinee Melodies, with Priestley Miller, Baritone.
 5:00 Talk by Orestes H. Caldwell, NBC.
 5:15 Sonata Recital, NBC.
 5:30 Financial News.
 5:45 Billy Jones and Ernie Hare,
 6:00 Carnation Contented Program, NBC.
 6:30 Voice of Firestone, NBC.
 7:00 Sinclair Minstrels, NBC.
 7:30 General Motors Program.
 8:00 National Radio Forum, NBC.
 8:30 National Concert Orchestra:
 Emeline Boyer Kinnebrew,
 Soprano; Erich Sorantin,
 Violinist.
 8:35 National Concert Orchestra:
 Emeline Boyer Kinnebrew,
 Soprano; Erich Sorantin,
 Amos 'n' Andy, NBC.
 9:00 Freddie Russell, Sports Reporter.
 9:20 Marjorie Cooney, Pianist.
 9:30 Three Soldiers of Fortune.
 9:45 Cotton Club Orch., NBC.
 10:00 WSM Dance Orchestra.
 10:30 Tuneful Tales.
 10:45 Palais D'Or Orchestra, NBC.
 11:00 Earl Hines' Orch., NBC.
 11:30 Terrace Gardens Orchestra, NBC.

Pickard Family, NBC Stellar "Turn" Developed on "Grand Ol' Opry," Back

Stephens-Huffines Manufacturing Company Sponsors Limited Number of Air Features From Station WSM.

"Hello, folks!"

Yes, sir, it's Dad Pickard and the family—Bud and Ruth and Mother and Phaney and Little Ann—and that's what you'll hear each Saturday night at 7:45 o'clock, starting next Saturday from WSM, The Shield Station of the National Life and Accident Insurance Company of Nashville.

One of the most popular acts to appear in theaters throughout the country and for the past three years, one of National Broadcasting Company's most consistent "commercial features," the Pickard Family, hails from Tennessee and WSM.

Starting out originally on the Grand O' Opry, the Saturday night barn-dance originated by George Hay, the Solemn Old Judge, and so efficiently carried on the past 18 months by Harry Stone, director of the station, the Pickards soon became nationally known and were invited to New York for an appearance over the NBC. Since then they have been in steady demand on both network and personal appearance spots, returning to WSM whenever possible for a short visit.

After concluding a lengthy commercial program on the NBC, the Pickards returned to Tennessee for a vacation a few weeks ago, determined not to appear on the air, but the demand from the listeners was so great that they acceded to the request of the Stephens-Huffines Manufacturing Company, designers and manufacturers of work shirts, work pants and dress shirts and will be heard for a limited time only each Saturday evening at 7:45 o'clock.

The Stephens-Huffines Company has arranged for listeners to obtain pictures of the Pickard Family—just as they appear while "doing their stuff" before the microphone. This is the first time that listeners in this section have had an opportunity of obtaining a picture of these universal favorites and the demand is expected to be heavy. Full details of the picture offer will be explained on the first Stephens-Huffines program Saturday evening, May 14, although the Pickards will be on the air at 7:45 o'clock Saturday, May 7.

Tibbett Signs for May as Firestone Star Over WSM

Lawrence Tibbett, celebrated baritone of the Metropolitan Opera Company, the concert platform and the moving pictures, has just signed a new contract to continue as a feature soloist on WSM and an NBC-WEAF networks each Monday night during the month of May.

The young baritone, who is the Voice of Firestone on the programs broadcast Monday nights at 6:30 p.m., has been the star of this series since the first of the year.

U. S. to Hear Dourmer and Wales Unveil War Memorial

Unveiling of the largest war memorial in the world, at Thiepval, France, in which the Prince of Wales and President Dourmer of France will participate, will be heard in the United States over a National Broadcasting Company network that includes WSM on Monday, May 16.

The monument bears the names of 73,413 British soldiers whose last resting place is not known. Behind the edifice is a new cemetery in which are buried the bodies of 300 British and 300 French soldiers, eternal symbol of the comradeship in arms of the two nations during the World War.

Extra Fall Puts Star of Air Program Out of Part for Week; Listeners Sorry

A fall that wasn't "in the act" put Harry Richman, Broadway favorite, in bed for a week and disappointed a host of radio listeners.

Because of the fall, which cracked a vertebra, Richman was unable to make his initial appearance as master of ceremonies in the Chase & Sanborn program Sunday night over an NBC network that included WSM. His place was taken by two other Broadway comedians, Burns and Allen.

Richman, currently featured with a number of other musical show and vaudeville celebrities at the Hollywood Theater in New York, fell on the stage last week, but experienced no immediate ill effects. A few days later an examination revealed the injury, and the star was ordered to bed.

It is expected Richman will be able to take his place in the next Chase & Sanborn program Sunday, May 8, at 6 p.m.

The impressive ceremony and the words of Wales and President Dourmer will be heard in the United States over an NBC-WEAF network at 8:00 a.m.

Interesting Career of Popular Columbia Announcer

Norman Brokenshire began life as a \$25-a-year man. He fired the stove in the village school, was promoted to bell-ringer, chief blackboard-eraser and flower-potter. It was his first job and he has had many others—a man's chauffeur one day, his private secretary the next, and eventually master of ceremonies.

Today he amuses millions by saying "Hello" into a black box as only Norman Brokenshire can—a job he got in the beginning by answering a newspaper want-ad.

Brokenshire is the bending and gracious gentleman, especially when getting into upper berths or helping old paper-hangers, who greets you nightly and sometimes twice nightly over the Columbia network with "How do you do, ladies and gentlemen, how DO you DO!"

More than fifty thousand fans, writing in, have popped back at him, "How do you do, yourself!" But a Brokenshire never wears out his welcome, never gives ground, never leans backward. A man doesn't lean backward when he starts life by furnace-firing, bell-ringing and flower-potting.

So Brokenshire is eternally the Sir Walter Raleigh of radio, ready to bend forward, sweep the floor with the cloak of an elegant manner, and present you Ruth Etting, Welcome Lewis or the Boswell Sisters.

He is the answer to the question, "Can a janitor become a man-about-town?" The answer is, "Yes." But Norman, a janitor back in the panic of 1907, is panicky himself in 1932. He can't completely make up his mind to remain entirely a master of ceremonies or turn inventor.

"Broke" has been inventive ever since he served as a gumshoe inspector in a Maine footwear factory, detecting nails that stuck up inside the shoes. The job gave him calloused fingers, so he quit to go to Boston and advance his schooling.

Today this inventive desire is expressed in his training of a pet canary. The creature parks on his shoulder while Norman dresses. It hovers in the air as he adds each garment and then returns to his shoulder. It does this whether "Broke" is getting up to eat breakfast, answer the telephone or go to a fire. The Brokenshires start the day a-flutter.

Norman got the habit of going to fires when he walked three miles each day to fire that furnace in the Canadian schoolhouse. Prior to that, he had been born less active at Murcheson, Ont., on March 10, 1898. His father was a minister and school teacher.

Young Brokenshire's early ambitions wavered among the lives of fur trappers, mounted policemen and ski-jumpers. Unable to make up his mind, he became almost everything else. His father's calling took him as a youngster to Cambridge, Mass., and Hallowell, Maine, where Norman turned the parsonage woodland into a print shop. He did a spanking

Rudolph Gruen Featured On WLAC Program

Rudolph Gruen, prominent American composer-pianist whose compositions have been featured by Stokowski on several Philadelphia Orchestra concerts, will be guest artist on the Musical Americana program to be broadcast over WLAC and the Columbia System Tuesday afternoon from 1:30 to 2 o'clock. Assisted by Frances Hall, concert pianist, Gruen will offer his own "Suite for Two Pianos."

The remainder of the presentation will be dedicated to the works of Roland Farley. The "Sonata in A Minor for Violin and Piano" will be played by Farley himself at the piano, and John Corigliano, violinist, who was assisting artist to Marion Tealley on her transcontinental tour and who appeared as soloist with the New York Philharmonic Orchestra.

Alex Gray

Alex Gray will revive "You Will Remember Vienna" from his musical picture, "Viennese Nights," when he sings with Nat Shilkret's Orchestra for "Music That Satisfies" Tuesday, May 10, at 8:30 p.m. over the WABC-Columbia network.

The baritone also will sing the popular number "Every Little While" and the refrain of "Lights of Paris," orchestral feature. Shilkret will open with the "Syncopated Love Song" written by Dana Suesse.

Prudence Club

Charles R. Hector and his orchestra will bring the Prudence Club to order with the musical selection "Who's Your Little Who-zis" when the program is heard on Tuesday, May 10, from 8:30 to 8:45 a.m. over the WABC-Columbia network.

Morton Bowe, tenor, will sing "Close Your Eyes" and "Serenade" from "The Student Prince," alternating with selections by the orchestra to include "How Long Will It Last" and "You Try Somebody Else."

good business, running two other printeries out of work.

The World War broke up the family. Norman became the shoe inspector. Boston high school boy, mechanic, under-age infantryman, YMCA hut secretary, campaigner for the Inter-Church World and organizer for the Near East Relief. Then he was graduated from Syracuse University.

He came to New York with an air reduction company, but craved expansion. So he read the want-ads every Sunday and answered a plea for an air announcer. It was at the old "Broadcast Central." Four hundred others answered it, but Brokenshire was bowed in as one of "radio's original four horsemen." He since has been heard on all major libbing in the studios and at notable events on the Atlantic seaboard.

His studio size-up: six feet, one

TUESDAY'S PROGRAM W L A C

7:00	Little Jack Little, CBS.
7:15	Setting up Exercises.
7:30	Tony's Scrap Book, CBS.
7:45	Studio.
8:00	Sunrise Serenaders.
8:30	Studio.
8:45	U. S. Navy Band, CBS.
9:15	Herman and Bob.
9:30	Current Questions Before Congress, CBS.
9:45	Do Re Me, CBS.
10:00	Ted Brewer and his Orchestra, CBS.
10:30	Roberta Miller, Pianist.
10:45	Columbia Revue, CBS.
11:00	George Hall's Orchestra, CBS.
11:30	Atlantic City Musicale, CBS.
12:00	L. E. Miller, Accordionist.
12:15	Columbia Salon Orchestra, CBS.
12:25	Services from Central Church of Christ.
12:55	Columbia Salon Orchestra, CBS.
1:00	Ann Leaf at the Organ, CBS.
1:30	Musicale Americana, CBS.
2:00	Tenn. Division of Markets.
2:15	Rhythm Kings, CBS.
2:30	Virginia Arnold, Pianist, CBS.
2:45	Tommy Christian's Orchestra, CBS.
3:15	Meet the Artists, CBS.
3:30	Blue Diamond Melody Boys Orchestra.
4:00	Arthur Jarrett, CBS.
4:15	Reis and Dunn, CBS.
4:30	Jack Miller, CBS.
4:45	Helen Mullins, Pianist.
5:00	Elizabeth Barthell, Songs, CBS.
5:15	Freddie Martin's Orchestra, CBS.
5:30	Madison Singers, CBS.
5:45	Louise Hoover, Pianist.
6:00	Devotionals from Central Church of Christ.
6:30	Sport Review.
6:45	Modern Male Chorus, CBS.
7:00	Harold Culver.
7:15	Kathryn Pollettieri at the Celeste.
7:30	Mardi Gras, CBS.
7:45	The Apothecaries.
8:00	"Brad and Al," E. T.
8:15	Grace Eden, Pianist.
8:30	Chesterfield, CBS.
8:45	The Funny Boners, CBS.
9:00	Joe Palooke, CBS.
9:15	Howard Barlow and His Symphony, CBS.
9:30	Morton Downey and Anthony Wons, CBS.
9:45	Bing Crosby, CBS.
10:00	Harold Stern's Orchestra, CBS.
10:30	Coon-Sanders Orchestra, CBS.
11:00	WLAC Vagabonds.

inch, 190 pounds, blue-grey eyes, black hair, ruddy clipped mustache, irrepressible—and bending and gracious.

**TUESDAY'S PROGRAM
W S M**

- 6:30 Cheerio, NBC.
- 7:00 Morning Alarm.
- 7:15 Laymen's Morning Devotion.
- 7:30 Beautiful Thoughts, NBC.
- 7:45 Nothing But the Truth, NBC.
- 8:00 Musical Melange, NBC.
- 8:15 Clara, Lu and Em, NBC.
- 8:30 Our Daily Food, NBC.
- 8:45 Chatter from Hollywood.
- 8:50 Studio Program.
- 9:00 Dr. Ella Oppenheimer, NBC.
- 9:15 Radio Household Institute, NBC.
- 9:30 Thru the Looking Glass, NBC.
- 9:45 Bisquick Program.
- 9:50 CPA News Bulletins.
- 10:00 G. E. Circle, NBC.
- 10:15 Mary Lyles Wilson.
- 10:30 Studio Ensemble, with Willa Caval.
- 11:00 Harold Stokes and his Or-
- 11:30 National Farm and Home Hour, NBC.
- 12:30 Tenn. Division of Markets.
- 12:45 Markets.
- 1:00 Music in the Air, NBC.
- 1:30 Hello Marie, NBC.
- 2:00 Mormon Tabernacle Choir and Organ, NBC.
- 2:15 U. S. Army Band, NBC.
- 2:45 Outstanding Speaker, NBC.
- 3:00 Charles Gilbert Spross Recital, NBC.
- 3:15 Soloist, NBC.
- 3:30 Garden Melodies, NBC.
- 4:00 Waldorf Orchestra, NBC.
- 4:15 CPA News Bulletins.
- 4:30 Ray Perkins, the Old Topper, NBC.
- 4:45 Back of the News, NBC.
- 5:00 Don Dawley's Rhythm Buddies.
- 5:15 H. M. Wheeler, Chief Lecturer, U. S. Forest Service.
- 5:30 Financial News.
- 5:45 The Town Crier.
- 6:00 National Advisory Council on Radio in Education, NBC.
- 6:30 Banner Bulletins.
- 6:35 Christine Lamb, contralto.
- 6:45 Christine Lamb, Contralto.
- 7:00 John Lewis, baritone; and Orchestra.
- 7:15 Anchor to Rest.
- 7:30 Quaker State Carefree Program.
- 7:45 Claude Sharpe, Tenor.
- 7:50 Claude Sharpe, Tenor.
- 8:00 Lucky Strike Dance Hour, NBC.
- 9:00 Amos 'n' Andy, NBC.
- 9:15 Freddie Russell, Sports Reporter.
- 9:20 Beasley Smith, Pianist.
- 9:30 National Concert Orchestra; Frances Helen Jackson, harpist; Priestley Miller, baritone.
- 10:00 Ralph Kirbery, NBC.
- 10:05 Don Bestor and Hotel New Yorker Orchestra, NBC.
- 10:30 Warner Bros. Presentation; Winburne Paris, tenor.
- 11:00 Earl Hines' Orchestra from Grand Terrace Cafe, NBC.
- 11:30 WSM Dance Orchestra.

**Sweet Slumber Award Won
by Huntsville (Ala.) Man**

George Hatch, 313 West Holmes Street, Huntsville, Ala., was presented with the world's finest spring-filled mattress, Sweet Slumber, as first prize in the Sweet Slumber contest staged recently by the Anchor Spring & Bedding Company of Nashville during the Anchor-to-Rest program over WSM on Tuesday evening at 7:15 o'clock.

Mr. Hatch's prize-winning letter follows:

"Reasonable cost; hand tailoring; beautiful exterior covers; eight-hour comfort; absolute twenty-year guaranteed construction; forty pounds of highest quality protecting felt that forestalls grooving and gouging action of spirals; close assembling and perfect alignment of strong, elastic springs that offer uniform resistance to body weight, prevent sagging and prolong service—these are the features that uphold 'Anchor-built' reputation and make 'Sweet Slumber' with spring air unit the choice of increasing thousands who demand the finest spring-filled mattress that money can buy."

**Russ Columbo Back With
Own Orchestra From WSM**

Russ Columbo, NBC Romeo of Song, will return to WSM as a band director on Sunday, May 15, when he opens at the Woodmansten Inn, Pelham Parkway, New York, with his own radio orchestra.

Microphones have been installed at the suburban supper club and Columbo will be frequently heard over National Broadcasting Company network.

Columbo plans to take an active part in the playing of his new Woodmansten orchestra. Although he will wield the baton, he expects, also, to play piano, violin and guitar solos. For the past several weeks Columbo has been appearing in vaudeville through the East.

Mr. Hatch's prize was delivered through J. W. Delph of the Holmes Furniture Company of Huntsville, who demonstrated the construction features of Sweet Slumber to him.

**Amazing New PHILCO
Revolutionizes RADIO**



MODEL 112X
(Phonograph Pending)
The low price of \$150.00
complete is possible only because
Philco is the largest radio manufacturer
in the world. Mainstay of the
radio field.

Here is the greatest radio news in all radio history! Philco has made a revolutionary radio development. This startling new Philco 112X is a true musical instrument—it does not reproduce—it does not recreate—it is the actual program. The voice of Philco is the voice of reality.

Look at the illustration carefully and note the great difference from conventional models. By a marvelous new system of improved acoustics Philco has removed every limitation. You'll be amazed when you hear it—thrilled to hear every tone, every note, every inflection—not radio-like, but in reality. This, the greatest Philco of all time, has every modern feature—Superheterodyne—11 Powerful Tubes, including two Pen, tone Tubes and a host of other features. EXTRA features, too that only Philco can afford to give.

15,000 Votes given in Popularity Contest with purchase of this radio.

IT "LOOKS" DIFFERENT IT "SOUNDS" DIFFERENT—IT "IS" DIFFERENT

J. L. PERRY COMPANY

305 BROAD STREET

WHOLESALE DISTRIBUTORS

NASHVILLE, TENN.

**Philco Sold By
L. C. TILLER
206 Capitol Boulevard Easy Terms**

WLAC to Present Charis Musical Revue

Ann Leaf will salute a fellow Columbia artist during the Charis Musical Revue, heard from 1:15 to 1:30 p.m. Wednesday over WLAC and the Columbia Broadcasting System, when she plays "Adios," written by Eric Madriguera and serving as his theme song. Ben Alley, Charis tenor, will sing "Now That I Have You" and Grieg's "I Love Thee." Miss Leaf's other organ selections will be Elgar's "Land of Hope and Glory" (Pomp and Circumstance) and a medley from Friml's "Katinka," including "Allah's Holiday," "My Paradise," and "Rackety-Coo." Dorothy Chase will appear on the program in a fashion talk.

They Will All Break 'Em—Sometimes

Six months ago Ted Bergman, radio's Joe Palooka, visited a friend who at the time was rather glum. The friend explained that he recently had met a very charming girl who had broken a date with him the night before.

Ted, then a confirmed bachelor, as are most men before they're married, sought to cheer the other. "Don't fret about it," consoled Ted, "any girl who'd break a date isn't worth bothering about."

The other day, Ted, newly married, took his bride of two weeks, the former Finette Walker, to visit the same friend.

You've guessed it. She was the same girl who had broken the date, doing it to meet Ted later that evening.

Miniature Biography

Ben Pollack, Columbia orchestra leader, started playing at the age of nine. After high school went to work as a draftsman. Despite his parents' objection, he got a job playing drums in a Chicago cabaret. He decided to see the world and went to California. He returned after six months and became an errand boy for his father, who was a furrier. He quit because he was ashamed that some friends saw him carrying packages. Ben took an automobile trip to New York. When he arrived he received a wire from a friend on the Pacific Coast offering him an orchestra job. Shortly afterwards he became leader of the band. Ben developed his unit so well that soon he was signed for recording for Victor; then into leading hotels, entertainment resorts, night clubs, radio and motion pictures. He now broadcasts late programs over Columbia from St. Paul, Minn.

Nat Brusiloff, popular orchestra leader, has made his debut in the motion pictures. It was in a short with Kate Smith and Jack Miller.

WLAC Gossip

Here's a "human interest" story worth writing home about. On Wednesday night of last week announcement was made during the evening devotional period of the Central Church of Christ of an immediate need for a blood transfusion at a local hospital. Following the broadcast, two of the singers went out to the hospital to offer their services. They were told that they would not be needed as "more than twenty-five persons" had already responded to the call. After such a demonstration, it can never be said that human kindness is lacking in Nashville.

When Ray Teal and "His Floridians" returned to the WLAC studios for another program on last Sunday night the reception rooms were filled to overflowing, and it became necessary to lock the doors soon after the broadcast started to keep back the immense crowd that sought entrance.

Bill Perry's singing of "Dinah" was the outstanding feature of a recent program presented over the Columbia network by the Modern Male Chorus. Bill sang the lead parts, and was ably assisted by the choral group.

A new program has made its appearance on the WLAC schedule, being broadcast through the sponsorship of the Sanitary Cleaners. The program, titled "There Is a Difference," presents two pianos, violin and a vocalist in popular songs of the day. You will hear it each Monday morning at 9 o'clock.

Elizabeth Barthell

Elizabeth Barthell will drop her "G's" in the Tennessee manner when she sings "Hummin' to Myself," "Keepin' Out of Mischief" and "Waitin' for the Moon" on her program Wednesday, May 11 from 12:30 to 12:45 p.m. over the WABC-Columbia network. She will conclude this recital with "My Mom" and "When the Lights Are Soft and Low."

Ruth Etting

Ruth Etting will sing of "Laughing at Life" and "That's What Heaven Means to Me" when she appears with Nat Shilkret's Orchestra for "Music that Satisfies" Wednesday, May 11, at 8:00 p.m. over the WABC-Columbia network.

Miss Etting also will sing a surprise number, drawn from her repertoire of "torch" songs familiar to stage, screen and records. Shilkret will conduct special arrangements of "You're My Everything" and "You Gave Me Everything But Love." Thursday night those Boswell Sisters will be presented at 8:30 p.m.

WEDNESDAY'S PROGRAM WLAC

- 7:00 Little Jack Little, CBS.
- 7:15 Setting up Exercises.
- 7:30 Tony's Scrap Book, CBS.
- 7:45 Old Dutch Girl, CBS.
- 8:00 Sunrise Serenaders.
- 8:30 Melody Parade, CBS.
- 8:45 Four Clubmen, CBS.
- 9:00 Ted Grizzard and Grace Eden.
- 9:30 Studio.
- 9:45 Piano Pictures, CBS.
- 10:00 Ted Brewer and his Orchestra, CBS.
- 10:30 Columbia Revue, CBS.
- 10:45 Dewey Yager, Tenor.
- 11:00 George Hall's Orchestra, CBS.
- 11:30 Armand Vescey's Orchestra, CBS.
- 12:00 Studio.
- 12:15 Columbia Artists Recital, CBS.
- 12:25 Services from Central Church of Christ.
- 12:55 Salon Orchestra, CBS.
- 1:15 Charis, CBS.
- 1:30 Arthur Jarrett, CBS.
- 1:45 Four Eton Boys, CBS.
- 2:00 Tenn. Division of Markets.
- 2:15 U. S. Navy Band, CBS.
- 3:00 Kathryn Parsons, CBS.
- 3:15 Bill Schudt's Going to Press, CBS.
- 3:30 Studio.
- 3:45 George Hall's Orches., CBS.
- 4:00 Connie Boswell, CBS.
- 4:15 Harold Stern and his Orchestra, CBS.
- 4:45 Bing Crosby, CBS.
- 5:00 The Round Towners, CBS.
- 5:15 Gypsy Music Makers, CBS.
- 5:30 Reis and Dunn, CBS.
- 5:45 Kathryn Pelletiere at the Celeste.
- 6:00 Devotionals from Central Church of Christ.
- 6:45 Radio Rostrum, CBS.
- 7:00 Bob Tucker.
- 7:15 Lionel West.
- 7:30 U. S. Marine Band, CBS.
- 8:00 Chesterfield, CBS.
- 8:15 Modern Male Chorus, CBS.
- 8:30 Fred Waller, CBS.
- 8:45 Street Singers, CBS.
- 9:00 Howard Barlow and his Orchestra, CBS.
- 9:15 Tune Blenders, CBS.
- 9:30 Morton Downey and Anthony Wons, CBS.
- 9:45 Don Redman and his Connie's Inn Orchestra, CBS.
- 10:00 Eddie Duchin and his Casino Orchestra, CBS.
- 10:30 Ben Pollack's Orch., CBS.
- 11:00 WLAC Vagabonds.

Howard Barlow, Columbia symphony leader, has an admiring cab driver who regards himself as Barlow's special chauffeur. Each day the driver waits outside the conductor's apartment to take him to the studio. At the end of his program, Barlow always finds the same driver waiting to take him home.

WEDNESDAY'S PROGRAM
W S M

- 6:30 Cheerio, NBC.
 7:00 Morning Alarm.
 7:15 Laymen's Morning Devotion.
 7:30 Beautiful Thoughts, NBC.
 7:45 Nothing But the Truth, NBC.
 8:00 Pie Plant Pete, NBC.
 8:15 Clara, Lu and Em, NBC.
 8:30 Our Daily Food, NBC.
 8:45 Chatter from Hollywood.
 8:50 Consolaires, NBC.
 9:00 Keeping Up With Daughter, NBC.
 9:15 Radio Household Institute, NBC.
 9:30 Hinds Romance Exchange, NBC.
 9:45 CPA News Bulletins.
 10:00 G. E. Circle, NBC.
 10:15 The Real George Washington, NBC.
 10:30 Bisquick Contest.
 10:35 Hal Hemp and His Orch., NBC.
 10:45 Eugene Question and Answer Box.
 11:00 Harold Stokes and his Orchestra, NBC.
 11:30 National Farm and Home Hour, NBC.
 12:30 Tenn. Division of Markets.
 12:45 Markets.
 1:00 Studio Luncheon Concert.
 1:30 Hello Marie, NBC.
 1:45 Rhythmic Serenade, NBC.
 2:00 Midweek Musicale, NBC.
 2:30 Eastman School Symphony Orchestra, NBC.
 3:00 Jingle Joe, NBC.
 3:15 Mme. Gainsborg and Godfrey Ludlow, NBC.
 3:30 CPA News Bulletins.
 3:45 Schrimmer and Schmitt, Two-Piano Team.
 4:00 Dance Five, with Reita Smith.
 4:15 Waldorf Orchestra, NBC.
 4:30 Matinee Melodies, with Winburne Paris, tenor.
 5:00 D'Arvey of Paris, NBC.
 5:15 Esso Program, NBC.
 5:30 Financial News.
 5:45 Billy Jones and Ernie Hare, NBC.
 6:00 Banner Bulletins.
 6:05 Banner Bulletins.
 6:15 Willys Overland Silver Streaks, NBC.
 6:30 Songs of Yesterday.
 6:45 Ruth and Red.
 7:00 Goodyear Program, NBC.
 7:30 Mobiloil Concert, NBC.
 8:00 Coca Cola Program, NBC.
 8:30 Angeline Smith, Soprano, with Orchestra.
 9:00 Amos 'n' Andy, NBC.
 9:15 Freddie Russell, Sports Reporter.
 9:20 Rochester Civic Orch., NBC.
 9:45 Johnny Payne, pianist.
 10:00 Francis Craig's Orchestra.
 10:30 Benny Kyte and his Orchestra.
 11:00 Earl Hines' Orchestra, NBC.
 11:30 Terrace Gardens Orchestra,

Cobb and Rice Reverse
Usual Horse Race Style

Irvin Cobb and Grantland Rice, who have discussed two previous Kentucky Derbies for WSM listeners, came together for a third time on the eve of the famous racing event during the Coca-Cola program over an NBC-WEAF network Wednesday at 9 p.m.

Many people re-run a horse race for weeks afterwards, but Rice and the Kentucky humorist went them one better and ran the Derby three days before the horses started around the track. Cobb also described scenes at some of the earlier Derbies and injected philosophical remarks on horse racing in general.

James Melton, tenor of the Revelers quartet, was heard as tenor soloist with Gustav Haenschen and his all-string orchestra.

Radio Audience Demands
Better Type Air Features

Constantly improved programs and finer artists are demanded by the radio audience, according to A. W. "Sen" Kaney, program manager of the National Broadcasting Company in Chicago.

Kaney cites for example the excursions of radio into the field of motion picture, opera and concert, and the legitimate stage.

"If any of the allied fields develops a star, the radio audience is not far behind in demanding their performance and the same is true when radio develops an outstanding artist," Kaney said.

Public taste may or may not have changed in radio—but many of the old favorites of yesterday are being served up in new arrangements and new combinations. The same old favorite tune they once listened to as a soprano solo or a piano number may today be presented in general arrangement by a symphony orchestra.

Recreation Series To Be
Featured by NBC and WSM

Beginning Wednesday, May 11, a series of three lectures on recreation will be presented by the New York City YMCA. They will be heard at 1:15 p.m. Wednesday, May 11, 18 and 25. Captain Charles B. Scully, New York Chapter American Red Cross, will appear on the first and will discuss swimming. H. H. Ramsay, President of the U. S. Golf Association, will discuss golf during the second period, while tennis will be featured on the last broadcast when Louis J. Carrothers, President of the U. S. Lawn Tennis Association, speaks.

D'Arvey of Paris, new NBC tenor, is 25, and has been on the stage since his seventeenth birthday. He appeared in Parisian musical comedies and later toured the Balkan countries with road shows.

Oklahoma Cowboys Back
on WSM After Absence
Of Week; To Play Daily

Ken Hackley and his Oklahoma Cowboys, one of radios most popular features, returned to WSM last week for an indefinite stay after a week's absence, filling engagements in Chattanooga and other Tennessee cities. Packed houses greeted the act in all their personal appearances and WSM was deluged with wires, telephone calls and letters wanting to know when the fast-playing cow punchers—most of them raised on Ohio farms, I'll betcha—were coming back.

They will be heard several times daily, once in the morning, again in the late afternoon and on the late evening schedule of WSM, whenever their bookings permit. They are planning to make personal appearances in all Middle Tennessee towns, and will remain as guest artists of WSM for the next four or five weeks, according to present arrangements.

KMOX Director Visits
WSM Director and Air
Favorites During Week

Praise for the efficient features of the new transmitter being installed by WSM and congratulations on the beauty of the Old Southern Colonial style transmitter building being erected by the station were expressed by "Bill" West, managing director of KMOX, the "Voice of St. Louis," who has been the guest of Harry L. Stone, director of WSM, and the Vagabonds, Herald, Dean and Curt, during the past week.

It was West's first visit to Nashville, and he stayed for more than a week. He took great interest in the installation work underway at the transmitter site of WSM as he recently completed installation of a new 50,000-watt transmitter at WSM. Until some nine months ago, Mr. West was chief engineer of KMOX, and after the resignation of George Junkin, became director and then managing director.

Under his guidance KMOX has come to be one of the most popular as well as most efficiently operated stations in the country.

In his opinion, WSM will become one of the most popular, if not the most popular, broadcasting unit in the United States upon completion of the new 50,000-watt station. The high standard of programs presented, the constant effort to offer the listening public the utmost in service, and the ideal location of the station near the center of the country, together with the latest and most modern type of transmitter being installed, contribute to this belief, Mr. West said.

He was accompanied to Nashville by Mrs. West and they were the house guests of Mr. and Mrs. Herald Goodman of the Vagabonds during their stay in the city.

CONTESTANTS

(Continued from page 3.)

Lincoln County

Rebecca Hereford, Fayetteville	1,000
Catherine Lindsey, Fayetteville	1,000
Charlotte Conger, Fayetteville	3,000

Sumner County

Alma Cook, Gallatin	5,300
Anna Eliza McGabock, Gallatin	1,000
Crystell Keen, Gallatin	9,000
Marie Murray, Gallatin	1,000
Alice Denning, Gallatin	1,000
Dixie Barber, Gallatin	1,000
Sue Anne Duke, Gallatin	5,800
Lucy Moore, Gallatin	1,000
Evelyn Maddux, Gallatin	1,000
Fannie Wright Puryear, Gallatin	1,000
Sara Bates, Castalian Springs	1,000
Caroline Ferrell, Gallatin	1,000
Sue Taylor, Gallatin	1,400
Goldie Sanders, Gallatin	5,100

Bedford County

Margaret Bearden, Shelbyville	1,000
Frances Smith, Shelbyville	1,000
Frances Musgrave, Shelbyville	1,000
Martha Crigler, Shelbyville	1,000
Ruth Bass, Shelbyville	1,000
Mildred Farrar, Shelbyville	1,000
Virginia Leird, Shelbyville	1,000
Jean Shapard, Shelbyville	1,000
Mildred Brantley, Shelbyville	1,000
Jean Reagor, Shelbyville	1,000
Park Avery, Shelbyville	1,000
Rose Slater, Shelbyville	1,000
Elizabeth Stacey, Shelbyville	4,100
Ruth Reagor, Flat Creek	1,000
Dorothy Gardner, Flat Creek	1,000
Mary Hardin, Shelbyville	1,000

Franklin County

Docia Baswell, Winchester	1,000
Hazel Money, Winchester	69,900
Annie Maud Clark, Winchester	1,000
Jessie Shasteen, Winchester	12,900
Frances Powers, Dechard	2,200
Sarah Hawkins, Cowan	1,000
Ottie Kinningham, Cowan	1,000
Mary Kavanaugh, Winchester	2,000
Louise Templeton, Winchester	3,000
Vera Mason, Maxwell	1,000
Mary Taylor, Estill Springs	3,500

Rutherford County

Donna A. Smith, Murfreesboro	10,200
Virginia Byrn, Murfreesboro	1,000
Kathleen Pangle, Murfreesboro	1,000
Edith Mai Oliver, Murfreesboro	1,000
Jennie Oliver, Murfreesboro	1,000
Frances Bridges, Murfreesboro	1,000
Christine Smith, Murfreesboro	1,000
Elizabeth Ezell, Murfreesboro	1,000
Cornelia Reeves, Murfreesboro	1,000

"Brad and Al"

"Brad and Al," those two sharp blades, will open their program of comedy and songs with "I Love the Land of Old Black Joe" when they are heard on Thursday, May 12, at 7:45 a. m., over WABC and stations of the Columbia network.

Other selections by Brad Browne and Al Llewelyn include "Everything Must Have An Ending," "Love Is the Big Idea," "It Takes a Lot of Roast Beef" and "I Couldn't Get To It in Time."

Peggie Goldstein, Murfreesboro	1,000
Lutie Kerr, Murfreesboro	1,000
Lillian W. Stickney, Murfreesboro	1,000
Jimmie Fuston, Murfreesboro	1,000
Dorothy Sawyer, Murfreesboro	1,000
Katherine Hitt, Murfreesboro	1,000
Willie E. Chadwick, Murfreesboro	1,000
Myrtle Ruth Foutch, Murfreesboro	1,000
Mary Helen Becker, Murfreesboro	1,000

Wilson County

Johnny Lane, Lebanon	2,100
Dixie Fay Nixon, Lebanon	11,200

Warren County

Helen Elkins, McMinnville	1,000
Catherine Jennings, McMinnville	1,000
Madaline Farley, McMinnville	1,000
Gertrude Pheifer, McMinnville	1,000
Marie Meadows, McMinnville	80,100
Ira Boyd, McMinnville	1,000
Catherine Brooks, McMinnville	1,000
Frances Boushe, McMinnville	1,000
Pearl Lewis, McMinnville	1,000
Ira Boyd, McMinnville	1,000
Mary E. Womack, McMinnville	21,800
Mildred Wilson, McMinnville	1,000
Margaret McCoy, McMinnville	2,000
Margaret K. Smith, McMinnville	1,200
Sara L. Richards, McMinnville	1,000

Williamson County

Imogene Brown, Franklin	1,000
Annie L. Marlin, Franklin	3,000
Mary L. Dozier, Franklin	1,000
Frances German, Franklin	1,000
Martha Ashley, Franklin	1,000
Martha B. Alley, Franklin	1,000
Milicent Prichard, Franklin	1,000
Martha Craig, Franklin	1,000
Elizabeth Gillispie, Franklin	1,000
Mary A. Nolen, Franklin	1,000
Lucille Short, Franklin	1,000
Cornelia Puryear, Franklin	1,000

Coffee County

Dorothy King, Tullahoma	1,000
Laura Napier, Tullahoma	1,000
Mavis Hall, Tullahoma	1,000
Alda McQuiddy, Tullahoma	1,000
Elizabeth Moorehead, Tullahoma	38,100
Ruth Couser, Tullahoma	1,000
Lillian Shaffner, Tullahoma	1,000
Irene Poe, Tullahoma	1,000
Ruth Robertson, Tullahoma	1,000
Dorothy Harris, Tullahoma	1,000
Vera Jernigan, Manchester	1,000
Blanche Kirk, Manchester	1,000
Jane Smotherman, Tullahoma	1,000
Johnny Williams, Tullahoma	1,000
Thyre McManis, Tullahoma	3,000
Nell Gordon, Tullahoma	1,000

**THURSDAY'S PROGRAM
W L A C**

7:00	Little Jack Little, CBS.
7:15	Setting up Exercises.
7:30	Tony's Scrap Book, CBS.
7:45	Studio.
8:00	Sunrise Serenaders.
8:30	Studio.
9:00	U. S. Navy Band, CBS.
10:00	Ted Brewer and His Orchestra, CBS.
10:30	Frank Belew's Orchestra.
10:45	Columbia Revue CBS.
11:00	George Hall's Orchestra, CBS.
11:30	Atlantic City Musicale, CBS.
12:00	Studio.
12:15	Columbia Salon Orch., CBS.
12:25	Services from Central Church of Christ.
1:00	La Forge Berumen Musicale, Studio.
12:55	CBS.
1:30	Boston Variety Hour, CBS.
2:00	Tenn. Division of Markets.
2:15	U. S. Army Band, CBS.
2:30	National Democratic Committee, CBS.
2:45	Geo. Hall's Orch., CBS.
3:00	Talk by Hon. Wm. Jno. Cooper, CBS.
3:15	Tito Guizar, CBS.
3:30	Mildred Olshine and Nell Louise Billings.
3:45	Studio.
4:00	International Exchange Program, CBS.
4:15	Reis and Dunn, CBS.
4:30	Jack Miller, CBS.
4:45	Studio.
5:00	Adele Vasa, soprano, CBS.
5:15	William Hall's Orchestra, CBS.
5:30	Four Eton Boys, CBS.
5:45	Philomena Rose, pianist.
6:00	Devotionals from Central Church of Christ.
6:30	Sport Review.
6:45	Quiet Harmonies, CBS.
7:00	The Columbians, CBS.
7:30	The Funny Boners, CBS.
7:45	The Daguerrotypes, CBS.
8:00	James Aswell, Baritone.
8:15	Allegro Male Chorus.
8:30	Chesterfield, CBS.
8:45	Ted, Herman and Grace.
9:00	Joe Palooko, CBS.
9:15	Howard Barlow and His Orchestra, CBS.
9:30	Camel Minstrel with Morton Downey and Anthony Wons, CBS.
9:45	Bing Crosby, CBS.
10:00	Guy Lombardo and his Royal Canadians, CBS.
10:30	Art Krueger's Orch., CBS.
10:45	Don Bigelow's Orch., CBS.
11:00	WLAC Vagabonds.

Not a single "legitimate" musical instrument is used by the Zorex Moth Chasers in their "Washboard Band" act, a part of each of their Monday, Wednesday and Friday broadcasts over the WABC-Columbia network, from 10:45 to 11:00 a.m.

Rent a Car — For Long Trips

of 200 miles per day

5c PER MILE

plus 35c a day trip charge
1 Full tank of Gas furnished



New Fords . New Chevrolets

*"Temple's Cars Run Better"—
they're Inspected.*

159 5th Ave. N.
Just So. of Church

Telephone
5-1026

THURSDAY'S PROGRAM
W S M

- 6:30 Cheerio, NBC.
7:00 Morning Alarm.
7:15 Laymen's Morning Devotion.
7:30 Beautiful Thoughts, NBC.
7:45 Nothing But the Truth, NBC.
8:15 Clara, Lu and Em, NBC.
8:30 Our Daily Food, NBC.
8:45 Chatter from Hollywood.
8:50 Studio Program.
9:00 Musical Interlude, NBC.
9:15 Radio Household Institute, NBC.
9:30 Hinds Romance Exchange, NBC.
9:45 Bisquick Program.
9:50 CPA News Bulletins.
10:00 G. E. Circle, NBC.
10:15 The Real George Washington, NBC.
10:30 Studio Ensemble.
11:00 Acme Sunshine Melodies.
11:15 Harold Stokes and his Orchestra, NBC.
11:30 National Farm and Home Hour, NBC.
11:45 Dedication New George Washington Memorial Masonic Temple, NBC.
12:30 Tenn. Division of Markets.
12:45 Markets.
1:00 Radio Troubadours, NBC.
1:15 Famous Loves, NBC.
1:30 Women's Radio Review, NBC.
2:00 Home Decoration, NBC.
2:15 U. S. Navy Band, NBC.
3:00 May We Present, NBC.
3:15 Studio Program.
3:30 Swanee Serenaders, NBC.
3:45 CPA News Bulletins.
4:00 Waldorf Astoria Orchestra, NBC.
4:30 James G. McDonald, NBC.
4:45 Matinee Melodies with Justine Dumm, Soprano.
5:15 Hinds Romance Exchange, NBC.
5:30 Financial News.
5:45 The Town Crier.
5:50 The Town Crier.
6:00 Fleischmann Sunshine Hour, NBC.
7:00 The Big Six of the Air, NBC.
7:30 Thompkins Corners, NBC.
8:00 Lucky Strike Dance Hour, NBC.
9:00 Amos 'n' Andy, NBC.
9:15 Freddie Russell, Sports Reporter.
9:20 Harry Reser and His Eskimos, NBC.
9:30 Ensemble Singers.
9:45 Three Blind Mice.
10:00 The Gastonians.
10:30 Edgewater Beach Hotel Orchestra, NBC.
11:00 Dance Orchestra, NBC.
11:30 Terrace Gardens Orchestra, NBC.

Are radio engineers alert? An artist in the Chicago NBC studios accidentally kicked the base of a microphone during a broadcast. Telephone wires at the studios began to buzz immediately as engineers all down the line phoned to ascertain the cause of the disturbance.

Farm and Home Hour Gets
Many Letters From Fans

More than 5,000 letters each week, or about 300,000 a year, are received in response to the National Farm and Home Hour.

These letters, from every state in the nation, are addressed to the NBC studios, stations in the network, U. S. Department of Agriculture, and other organizations that participate in the broadcast.

Many of the writers ask for selections to be played by Harry Kogen and the Homesteaders, a large number request bulletins and other timely reading material mentioned by Department of Agriculture speakers, and a smaller number are written to secure information on a wide range of miscellaneous subjects.

Almost without exception, the letters are complimentary. During the past year about 50,000 listeners commended the Homesteaders orchestra for their contributions to the broadcast, and a majority indicated that country folk are most appreciative of the better class of music.

Other features which attracted unusual response are the party plan broadcasts by Mrs. Helen Stevens Fisher, Johnny Wolf's humorous dialect sketches, and the special Farm and Home Hour programs from the scenes of activity of major agricultural events.

EUGENE GOOSSENS

(Continued from page 5)

the second, etc. The awards are: first prize, \$5,000; second, \$2,500; third, \$1,250; fourth, \$750, and fifth, \$500.

The appointment of Goossens as conductor for the program was hailed by Deems Taylor as "a guarantee that the five works will receive a sympathetic and skillful interpretation."

"As a matter of strict justice to the candidate," says Taylor, "we felt that the broadcast concert of the five leading works should be directed by a conductor who has not been a member of the original jury of selection. Aside from possessing this negative qualification he must, of course, be a conductor of outstanding works. It is a privilege, therefore, to announce that this important task has been shouldered by Eugene Goossens. Mr. Goossen's brilliant record of achievement as a symphonic conductor both in America and Europe, together with his catholicity of taste and interest in contemporary music are a guarantee that the five works to be submitted to the National Committee of Awards will receive a sympathetic and skillful interpretation."

If You Know Any Stories
About Dogs, Send Them In

Wanted: True stories about dogs.

In this "wanted" is found one of the chief production problems of the Rin Tin Tin Thriller program which is heard each Thursday night at 7:15 p.m., central standard time, over an

Art Kassell and Castles
In the Air Will Be Part of
WSM Program June 2-3

Art Kassell, head man of the "Castles in the Air" orchestra that has been featured for more than a year in the New Bismack Hotel in Chicago and in a nightly "whoopie" hour from WGN, will be on the air from WSM, The Shield Station of the National Life and Accident Insurance Company, on the nights of June 2 and 3. The Castles in the Air are being brought to Nashville for the big social event of the season at Vanderbilt University, the final dances.

Kassell is one of the best dance orchestra leaders in the country, and is noted for his special arrangements of new and old tunes. He is a prolific writer of dance hits and is always presenting a new tune to his listeners. His latest is a clever and well arranged novelty called "Hells Bells."

He will meet an old friend on the air during his broadcasts from WSM, as he and Tiny Stowe, announcer of The Shield Station, originated the "Whoopie" broadcasts from the Flame Room of the Raddisson Hotel, Minneapolis, about 18 months ago while Tiny was master of ceremonies of KSTP of that city and Art was filling a three months engagement in the Mill City.

Since that time all broadcasts of the "Castles in the Air" have been known as "The Whoopie Party" of the Castles in the Air.

NBC-WJZ network.

The "wanter" is Dave Owen, who is in charge of production. At the present time, much of the material used in writing the sketches is culled from newspapers and magazines.

"What we are looking for are stories in which a dog plays a heroic part," said Mr. Owen.

"Undoubtedly there are thousands of true stories where dogs have played a most important and heroic part, but it is hard to find them."

The members of the cast—Bob White, Don Ameche, Bernardine Flynn, Betty White, Don Merrifield, and Tom Corwine, the latter being the famous animal imitator, have all exhausted their personal fund of dog stories and Owen spends most of his time searching for new stories from which the scripts can be written.

What's Wrong With Your
RADIO?

CALL AN EXPERT
Phone 6.0879
RADIO SERVICE DEPT.

Beesley Furniture Co.

The Boswell Sisters

"Shout, Sister, Shout," sung by Those Boswells, and "My Gal Sal," a novelty arrangement played by Nat Shilkret's Orchestra, will feature "Music That Satisfies" Monday, May 9, at 8:30 p.m. over the WABC-Columbia network.

Connie, Martha and Vet also will introduce what they call "Papa da da da" and vocal harmony concerning "When You're Gettin' Along with Your Gal." Shilkret also will conduct a salon number, "The Peacock." Alex Gray will sing at the same hour Tuesday.

"Air Reporters" Gather In Chicago for Gabfest

Three famous war correspondents and NBC commentators on world events often heard from WSM crossed trails in Chicago last week-end.

Frazier Hunt, NBC interviewer, was on his way to San Francisco to embark on a six months tour of the globe in search of new personalities.

Floyd Gibbons, noted war correspondent and NBC news commentator, was on his way back to New York from China, where he had "covered" the recent Sino-Japanese conflict for Americans newspapers and NBC listeners.

Lowell Thomas, whose analysis of the days' news for the Literary Digest, is broadcast over an NBC network, was making one of his lecture appearances in his tour about the country.

Vincent Sorey, Columbia orchestra leader is a composer of semi-classic music. He has written lyrics in four languages—English, French, Spanish and Italian. His songs "Buenos Tiempo" and "Floras de Argentina" are two of the most widely heard tunes in South America. On a recent recital, Theo Karle, Columbia tenor, interpreted Sorey's "L'Emigrato," written in Italian.

At last they have written a theme song for the Arctic Circle, "Lord, You Made the Night Too Long."

TUNE IN ON

W L W

THE NATION'S STATION

FRIDAYS AT 8 P. M.

CENTRAL STANDARD TIME.

HALF HOUR of SNAPPY MUSIC

BY

THE DAYTON THOROBREDS

\$200 IN DAYTON
THOROBRED TIRES
GIVEN AWAY EACH WEEK

ZAGER TIRE CO.

3001 West End Ave. Nashville

FRIDAY'S PROGRAM W L A C

- 7:00 Little Jack Little, CBS.
- 7:15 Setting up Exercises.
- 7:30 Morning Minstrels, CBS.
- 7:45 Old Dutch Girl, CBS.
- 8:00 Sunrise Serenaders.
- 8:30 Herman and Bob.
- 8:45 Leon Cole at the Organ.
- 9:15 Lane Reporter, CBS.
- 9:30 Philomena Rose, Pianist.
- 9:45 Ben Alley, CBS.
- 10:00 Ted Brewer and his Orchestra, CBS.
- 10:30 Columbia Revue, CBS.
- 10:45 Herman and Bob.
- 11:00 George Hall's Orchestra, CBS.
- 11:30 Atlantic Musicale, CBS.
- 12:00 Alex Semler, pianist, CBS.
- 12:15 Ann Leaf at the Organ, CBS.
- 12:25 Services from Central Church of Christ.
- 12:55 Columbia Artists Recital, CBS.
- 1:00 Columbia Salon Orchestra, CBS.
- 1:30 Arthur Jarrett, CBS.
- 1:45 Columbia Educational Features, CBS.
- 2:00 Tenn. Division of Markets.
- 2:15 U. S. Marine Band, CBS.
- 3:00 Curtis Institute of Music, CBS.
- 3:30 Studio.
- 3:45 Piano Pictures, CBS.
- 4:00 Current Events, CBS.
- 4:15 Jno. Kelvin, Tenor, CBS.
- 4:30 Paramount Orch., CBS.
- 4:45 Madison Singers.
- 5:00 Four Clubmen, CBS.
- 5:15 The Dictators, CBS.
- 5:30 Helen Board, CBS.
- 5:45 Buddy Hubbard's Orchestra.
- 6:00 Devotionals from Central Church of Christ.
- 6:30 Sport Review.
- 6:45 "Brad and Al," E. T.
- 7:00 Grand Opera Miniature, CBS.
- 7:30 Darleen Sexton, Robert Ross Dowden and Lena Porter.
- 7:45 Southern Singers.
- 8:00 Frances Hill, Songs.
- 8:15 The Captivators, CBS.
- 8:30 Chesterfield, CBS.
- 8:45 The Funny Boners, CBS.
- 9:00 Howard Barlow and his Orchestra, CBS.
- 9:15 Maxwell House Tune Blenders, CBS.
- 9:30 Morton Downey and Anthony Wons, CBS.
- 9:45 Don Redman and his Orchestra, CBS.
- 10:00 Art Krueger's Orch., CBS.
- 10:15 Don Bigelow's Orch., CBS.
- 10:30 Paul Specht's Orchestra, CBS.
- 11:00 WLAC Vagabonds.

FRIDAY'S PROGRAM W S M

- 6:30 Cheerio, NBC.
- 7:00 Morning Alarm.
- 7:15 Laymen's Morning Devotion.
- 7:30 Beautiful Thoughts, NBC.
- 7:45 Nothing But the Truth, NBC.
- 8:00 Pie Plant Pete, NBC.
- 8:15 Clara, Lu and Em, NBC.
- 8:30 Our Daily Food, NBC.
- 8:45 Chatter from Hollywood.
- 8:50 Chicago Ensemble, NBC.
- 9:00 Marionettes, NBC.
- 9:45 CPA News Bulletins, G. E. Circle, NBC.
- 10:00 Mary Lyles Wilson.
- 10:30 Bisquick Contest.
- 10:35 Hal Kemp and His Orch., NBC.
- 11:00 Harold Stokes and his Orchestra, NBC.
- 11:15 Rumford School of Cookery.
- 11:30 National Farm and Home Hour, NBC.
- 12:30 Tenn. Division of Markets.
- 12:45 Markets.
- 12:55 Markets.
- 1:00 Studio Luncheon Concert.
- 1:30 Sagamore Hotel Orchestra, NBC.
- 1:45 P.-T. A. Health Talk.
- 2:00 Bettye Rousseau, pianist.
- 2:15 Radio Guild, NBC.
- 3:15 Swanee Serenaders, NBC.
- 3:30 Dolly Connelly, NBC.
- 3:45 Songsters, NBC.
- 4:00 Dance Five, with Reita Smith.
- 4:15 CPA News Bulletins.
- 4:30 Matinee Melodies, with Marylene Medley, soprano.
- 5:00 Financial News.
- 5:15 Esso Program, NBC.
- 5:30 Nehi Program.
- 5:45 Billy Jones and Ernie Hare, NBC.
- 6:00 Dot and Rosemary.
- 6:15 Banner Bulletins.
- 6:25 Green Vale Limerick Parade.
- 6:30 Tuneful Tales.
- 6:45 Studio Program.
- 7:00 Friendship Town, NBC.
- 7:30 Armour Program, NBC.
- 8:00 Paul Whiteman's Pontiac Chieftains, NBC.
- 8:30 The Vagabonds.
- 8:45 Union Radio Show.
- 9:00 Amos 'n' Andy, NBC.
- 9:15 Freddie Russell, Sports Reporter.
- 9:20 Vincent Lopez and St. Regis Orchestra, NBC.
- 9:30 Mount Royal Orchestra, NBC.
- 10:00 Novelty Players, with Justine Dumm, soprano.
- 10:30 Johnny Payne, pianist.
- 10:45 Ted Black and His Orch., NBC.
- 11:00 Earl Hines' Orchestra, NBC.
- 11:30 Terrace Gardens Orchestra, NBC.

Joseph, Jr., the 16-year-old son of Joseph Parsons, NBC's Jingle Joe, is already making a name for himself as a baseball player. He received an offer from the Pittsburgh Pirates, but his father wants him to finish his education, and then if he still wishes

SATURDAY'S PROGRAM
W L A C

- 7:00 Little Jack Little, CBS.
7:15 Setting up Exercises.
7:30 Tony's Scrap Book, CBS.
7:45 Songs of the Out-of-Doors, CBS.
8:00 Sunrise Serenaders.
8:30 New World Salon Orchestra, CBS.
9:00 Adventures of Helen and Mary, CBS.
9:30 Columbia Revue, CBS.
10:00 Ted Brewer and his Orchestra, CBS.
10:45 Home Beautiful Speaker.
11:00 George Hall's Orchestra, CBS.
11:30 Armand Vescey Orchestra, CBS.
12:00 Saturday Syncopators, CBS.
12:15 New York Electrical Society Program, CBS.
12:25 Services from Central Church of Christ.
12:55 Columbia Salon Orchestra, CBS.
1:00 Boston Variety Hour, CBS.
1:30 Rhythm Kings, CBS.
2:00 Ann Leaf at the Organ, CBS.
2:30 Tommy Christian's Orch., CBS.
3:00 Eddie Duchin's Orch., CBS.
3:30 Parent-Teacher's Hour.
4:00 Paramount Orch., CBS.
4:15 Boys' Week Program, CBS.
4:30 Jack Miller, CBS.
4:45 Leon Belasco and his Orchestra, CBS.
5:00 The Political Situation in Washington, CBS.
5:15 William Hall, CBS.
5:30 Do Re Me, CBS.
5:45 Music and Art Teachers' Guild Program.
6:00 Devotionals from Central Church of Christ.
6:30 Sport Review.
6:45 Four Eton Boys, CBS.
7:00 Vaughn De Leath, CBS.
7:15 Lionel West.
7:30 Hygeia Health Talk.
7:45 Isham Jones' Orch., CBS.
8:00 Chesterfield, CBS.
8:15 Hym Singers from First Baptist Church.
8:45 Street Singer, CBS.
9:00 Don Redman and his Orchestra, CBS.
9:30 Morton Downey and Anthony Wons, CBS.
9:45 Enric Madriguera's Cuban Orchestra, CBS.
10:00 Guy Lombardo and his Royal Canadians, CBS.
10:30 Harold Stern and his St. Moritz Orchestra, CBS.
11:00 WLAC Vagabonds.

If you walked into your living room and saw a *Sphaerichthys Aspromenoides* or a *Scardinus Erythrophthalmus* would you be frightened? Allen Baruck, playing Joe Cornstassel in the NBC Orphan Annie skits, wouldn't. They are the names of two species of his tropical fish. Allen can pronounce the above names and those of many others of his warm water pets.

SATURDAY'S PROGRAM
W S M

- 7:00 Waltzes, NBC.
7:15 Laymen's Morning Devotion.
7:30 Beautiful Thoughts, NBC.
7:45 Nothing But the Truth, NBC.
8:15 Melody Boys, NBC.
8:30 Our Daily Food, NBC.
8:45 Chatter from Hollywood.
8:50 Golden Gems, NBC.
9:15 Rhythm Ramblers, NBC.
9:30 Radio Household Institute, NBC.
9:45 Bisquick Program.
9:50 CPA News Bulletins.
10:00 Knickerbocker Kiddie Club.
10:30 String Ensemble, with Soloist, NBC.
11:00 Ted Black and His Orchestra, NBC.
11:30 National Farm and Home Hour, NBC.
12:30 Syncopators, NBC.
12:45 Lum and Abner, NBC.
1:00 Radio Troubadours, NBC.
1:30 Hello Marie, NBC.
1:45 Singing Strings, NBC.
2:00 Rhythmic Serenade, NBC.
2:30 Preakness Stakes, NBC.
3:15 Swanee Serenaders, NBC.
3:30 Swanee Serenaders, NBC.
3:45 Landt Trio, NBC.
4:00 Waldorf Orchestra, NBC.
4:30 Soloist, NBC.
4:45 June Pursell, NBC.
5:00 D'Avray of Paris, NBC.
5:15 Laws that Safeguard Society, NBC.
5:30 Martin College Program.
5:45 The Town Crier.
6:00 International Sunday School Lesson.
6:15 Banner Bulletins.
6:25 Green Vale Limerick Parade.
6:30 National Advisory Council on Radio in Education, NBC.
7:00 K-7, NBC.
7:30 Studio Program.
7:45 The Pickard Family.
8:00 Dr. Humphrey Bate and His "Possum Hunters."
8:25 Uncle Dave Macon and Dorris.
8:50 DeFord Bailey.

**Former WSM Singer Will
Be Presented in Concert
Here by Junior Leaguers**

Radio's most popular tenor, and an alumnus of WSM, The Shield Station, will be presented in Concert in Nashville Monday evening, May 16, at the War Memorial Auditorium, under the auspices of the Junior League. The singer is James "Jimmy" Melton.

In a recent contest conducted by one of the leading metropolitan newspapers, Jimmy was selected as radio's most popular tenor, an honor deserved by the Nashville boy in every respect.

Melton is a member of the famed Revelers Quartet, NBC stars, a singer on all the leading commercial programs staged by the NBC, and has sung before royalty. He has been singing in New York over the NBC for the past four years, and is generally recognized as possessor of one of the most pleasing voices in the country today.

Before going to New York, Jimmy was a member of Francis Craig's orchestra, staff band of WSM, and for many months sang vocal choruses and played saxophone with that organization. He was presented in recital at Town Hall in New York recently, scoring a marked success.

An NBC listener recently expressed her appreciation of a song entitled "The Old Apple Tree," by sending the broadcasting company a 12x3 inch sample of the old apple tree which used to stand in her back yard.

- 9:00 Amos 'n' Andy, NBC.
9:15 Crook Bros. Barn Dance Orchestra.
9:40 Arthur Smith and "Dixie Liners."
9:50 Paul Warmack and His "Gully Jumpers."
10:15 The Vagabonds.
10:30 Theron Hale's Band.
11:00 DeFord Bailey.
11:10 Binkley Bros. "Dixie Clodhoppers."
11:30 G. W. Wilkerson and His "Fruit Jar Drinkers."

**SPECIAL PROGRAM YOU SHOULD
HEAR EVERY WEEK**

WLAC

WASHINGTON DEE CEE

Southern Singers

Songs of the Southland

FRIDAY 7:45 P.M.

NASHVILLE

—known as the “Athens of the South,” because of its educational institutions, has rapidly gained for itself another distinction as a center of Musical Art.

From Nashville — Big Time Radio and the Concert Field have claimed



Joseph T. McPherson

James Melton

Abilee Stewart

Elizabeth Barthell

Bill Perry

Norman Cordon

Billy Scott ~ and

The Pickard Family



The nation heard these artists through the facilities of Nashville's two radio stations, and Big Time Radio called them.

W L A C

—is proud of the part it had in introducing these artists to the world.

W L A C

LIFE & CASUALTY INSURANCE COMPANY

The “Thrift” Company

Home Office: NASHVILLE, TENNESSEE