

Radio Guide

An ILLUSTRATED WEEKLY of PROGRAMS and PERSONALITIES

Vol. I. No. 3

Week Ending Saturday, November 14th, 1931

5¢

THE RISE OF THE GOLDBERGS

GERTRUDE BERG CREATES RADIO'S MOST HUMAN DRAMA

By Ed. J. Fisher

• "Oh, Mrs. Bloom!"

A head stuck into the dumb-waiter—the resonant sound of the words as they vibrate upwards through the hollow shaft—seemingly real as we sit back in an

easy chair and listen to the drama of an East Side family unreel itself day after day. Yet, the Goldbergs are not only representative of the Jewish family, but of everyone of us. Our ambitions, our struggles—the mediocre yet important incidents of our family life are given us with pathos and humor—unveiled, because in our dash through life we forget how we look as a whole. That, perhaps is why "The Rise of the Goldbergs" today is known as the most human period on the air. The Pepsodent Company foresaw the possibilities of this sketch, realizing its influence on drawing every member of the family to listen attentively to the period.

The success of "The Rise of the Goldbergs" may be traced to one person, who played the part of Mollie Goldberg, the mother, and who also is the author of the sketches. She is Gertrude Berg, and she knows the people of New York's lower East Side and those of the Bronx as few know them. She is a friendly young woman who would rather sit and talk with someone's grandmother in the front parlor than see a good show.

"Old ladies are my hobby," she says and explains that in "Molly," she revives the character of her grandmother, a Russian immigrant.

Less than two years ago Gertrude Berg heard her first attempt called a "flop" by one broadcaster. Her initial try was a characterization of a Jewish saleslady. She revised the idea, turned to the universal field of family life, and started the Goldbergs on their famous rise from Hester Street to uptown New York.

With it, Mrs. Berg herself turned from the quiet life of a Manhattan housewife to assume the role of "Molly

Goldberg", the mother, planner and philosopher of the imaginary family. Her characterizations and dialect proved genuine.

"It is gratifying that the peoples of every race liked it," Mrs. Berg said. "I would not have written it had I not thought it was a true picture of the lives of every family."

And today this remarkable young woman is satisfied, for it climaxes the writing ambitions of a young girl who, as Gertrude Edelstein, only child of a New York hotel proprietor, wrote for years for nothing. Her early scribbles went into a trunk. She sold one monologue and one poem.

She met her husband when thirteen, married him when twenty, after completing her education at Columbia University.

When Gertrude Berg first started out to sell her idea for a radio sketch, she was told that it just couldn't be done. A Jewish-dialect program, "they" said, just wasn't possible. It might prove offensive to a great number of listeners, and certainly could never be extremely popular with any.

But Gertrude Berg had heard about the "success" magazines. She knew all the proverbs by heart, especially the one about "try, try again". Besides, she was Jewish and the instincts instilled by generation after generation of patient ancestors were strong in her heart.

To one radio executive after another she carried her sheaf of manuscripts. Almost, she would win them over time after time, only to receive a final "no" after much deliberation.

Eventually she reached an ear in the National Broadcasting Company. This time the "no" was a maybe, and the deliberation had been longer. She persisted and at last was told to select her cast and rehearse for an audition.

Those who listen to auditions are a combination of cold-blooded (Turn to page 5)



GERTRUDE BERG

PROGRAMS FOR WEEK ENDING NOVEMBER 14th

Our Candidate For President



EDDIE CANTOR

• Eddie Cantor's vocal antics in support of his candidacy for president on the "Yoo Hoo, Prosperity," ticket will be resumed when radio's favorite comedian comes to the microphone again Sunday, November 8th, on the Chase and Sanborn program with Rubinoff and his orchestra over WEA at 8:00 P.M.

Since going on the air Eddie has had an even greater popularity than before.

Letters to Council

• One week after the National Advisory Council on Radio in Education inaugurated its NBC lecture series on economics and psychology more than 1,400 audience letters were received in response at the New York NBC studios.

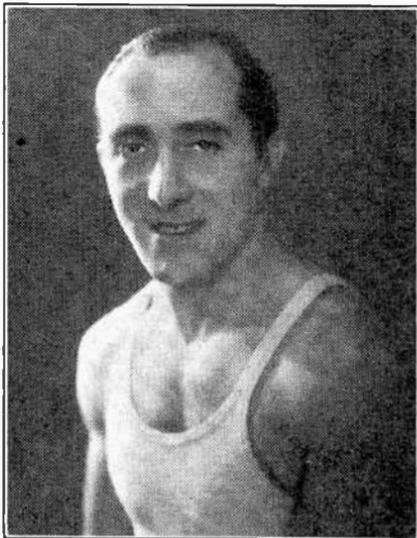
Oh, Mme. Queen!

• So valuable has been the assistance of Mrs. Freeman F. Gosden and Mrs. Charles J. Corell, wives of "Amos 'n' Andy," in preparation of the black-face team's script, that the two women draw salaries paid each week by their husbands.

Ho! Hum!

• There's nothing better for getting off to a great start every morning than a session of those vigorous, peppy setting up exercises that Harry Glick sends you over WMCA'S wavelength at 8.45 A.M.

Harry claims there's nothing in the world that is of greater physical advantage than the right kind of exercise taken regularly, and he's in a position to know, since he holds the world's welterweight wrestling championship title.



HARRY GLICK

THE JEST ARTIST

By GEORGE D. LOTTMAN

• "You don't have to be seasick to sing like the present-day crop of crooners," a cruel wag recently remarked, "but it helps."

Which is true of some, unfair to most. For the wa-da, la-da-da species of contemporary warbler sings that way because his fan mail urges him to.

The Hawaiian band vogue, once an epidemic, has been assigned to oblivion because folks got tired of hearing about Waikiki. Rest assured that whenever a new entertainment fad crops up, it survives when the public wants it to, and dies when John Fan puts thumbs down.

Let Mr. So-and-so's fan mail cease entirely, and the execs will soon be asking "how come?" And off he'll go.

Until then, as we told you a couple of columns ago, always remember this—you don't have to listen.

Radio Guide

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Have you noticed that the tabloid newspapers don't seem to ever "get" much on radio stars? The stage and the movies have their scandals, but on Radio Row, evidently, the big-shots lead model lives.

Or is it that the columnists who've glorified ingloriousness don't get around the studios very much?

Speaking of scandal, there's a radio star who's wife is glad that he's fond of detective stories.

She promises he'll hear plenty of them at their impending divorce trial.

An item in the newspapers tells about a Cornell professor who has succeeded in constructing a five-string cello by grafting part of a piano to an ordinary cello, a feat first attempted by Bach in the eighteenth century.

We showed the clipping to a songwriter, whose only comment was, "What we Tin-pan Alleyites are interested in is how to graft a popular song to a radio microphone and get steak and potatoes."

Beware of the phoney "studios" that teach you voice culture, and guarantee radio engagements after a course.

The head of one of them said to an applicant recently: "I'll teach you on this basis. You pay me \$100 now, and \$25 weekly throughout the course."

"Sounds like buying a car," said the ozone aspirant.

"I am," was the court retort.

THE RADIO ROVER

Ray Perkins, the NBC radio jester, says that Columbia University enrolled 50,000 students last week. What a break for the farmers if each student took his teacher an apple! Or would the modern teacher prefer apple-jack?

Music publishers spoil popular orchestra leaders by bribing them with cut-ins on songs to play their plug numbers. This leads to orchestras playing the same songs over and over, with the result that new hit tunes on which the leader is not cut in, are missing from his programs. Fans drift away from such leaders. So do the music publishers, eventually, for it becomes the habit of a leader to expect a percentage of the song he is asked to plug. Something ought to be done about it. The best thing would be for publishers to stop bribing the music boys.

Floyd Gibbons is an example of a shooting star in radio. He became an overnight sensation with his rapid-fire chatter on those Literary Digest programs. He has shot his bolt, however, and little is heard of him since he was replaced on the Digest programs by Lowell Thomas. They say in radio circles that success made Gibbons hard to handle.

Norman Brokenshire is thinking of staging a comeback via the air. If he would only behave he could still be radio's greatest announcer.



NORMAN BROKENSHIRE

• Boy! O Boy! O Boy! O Boy! What a party the Erwin Wasey advertising company gave at the New Waldorf Astoria hotel the other night in celebration of the debut of the Prince Albert hour!

It was a night long to be remembered. Every radio scribe in the city was present, and so were the big boys of the Erwin Wasey company and the R. J. Reynolds tobacco company, sponsors of the broadcast.

The dinner was so tasty and the refreshments so enchanting that when a radio set in the room brought us the first program of the new Quarter Hour everybody thought Alice Joy, the Prince Albert "find," was an angel.

She really has a fine voice and Charley Gannon of the Erwin Wasey company is to be congratulated on finding her. Too bad O. B. Winters

had to be away out in Reno and miss that party.

The only bit of constructive criticism Radio Rover has to offer with regard to this new cigarette period is that it is just a little too much like the Camel Quarter hour. A switch here and there would make it much more original.

The day following the Erwin Wasey party, who should throw a spread for the radio scribes and for Rudy Vallee but the good old Fleischmann company in celebration of Rudy's second year on the air for Fleischmann.

This was in the form of a luncheon on board the liner Stuttgart. Needless to say the refreshments were of the German brand and made a hit.

Rudy made an even greater hit, however, with a speech which took him twenty minutes. I never knew he was so long-winded. He had everyone present who has helped him rise except a cake of yeast and Bert Lown.

The Three Nightcaps, a close harmony trio, sang a few numbers and left the crowd gasping with wonder at their technique. Keep your eyes and ears on this trio.

Dave Rubinoff was present and played a violin solo, after which he made a nice little speech in which he gave Vallee full credit for the present status of the Rubinoff music on the air.

Even Nick Kenny, the Daily Mirror's fiery radio editor, had a good word to say for Rudy for a change. He shook hands with the Vagabond Lover on behalf of the other radio scribes present and said:

"The fact that you are still sitting on top of the world in spite of our friendly criticism is the biggest testimonial to your showmanship and talent that you could desire."

Solomon of the Central Park Casino never heard of Phil Spitalny and is incensed at the long-haired NBC orchestra leader for popping off in Irving Berlin's music shop that he was going to supplant Eddie Duchin at the Casino. Duchin has a three-year contract, and his personal manager is Solomon himself.

Vincent Lopez, one of the better radio orchestra leaders, who broadcasts from the swanky St. Regis hotel via the NBC, is being seen a lot lately with that wealthy matron. I hear she may adopt him.



VINCENT LOPEZ

REVIEWING RADIO

By PORTHOS

Amos and Andy are more worried than their sponsor over the cooling off of their stuff. They won't try another divorce case because the Madame Queen business brought a lot of adverse reaction from parents who thought divorce trials were not good ear-food for kids who had become Amos 'n' Andy fans. The man (or lady) who hands the black-face pair a constructive, peppy idea, will be rewarded—by their undying gratitude.

• After the cycle of crooners—what? Broadcasting, like the seasons, moves in cycles. The current vogue is throaty baritones and saccharine sopranos, who are mere glorifications of crooners. But, unmistakably, it is in his first stage of decay. So what next?

The quartet had its day of close harmony, which degenerated into the boop-a-doop pestilence; the mixed chorus lingered for a while. The dance band has prevailed through it all, and is still vigorously filling whatever spots happen to be empty. The personality performers have held on, and are still with us, but radio isn't just going on aimlessly. It must have a new development.

The signs point to a dual development. There seems at present to be two pleasant forms of specialized divertissement looming ahead, and strangely enough, the more important and significant of these will be less popular, but certainly more lasting. I

refer to classical and semi-classical broadcasts. The other phase of the coming cycle will be the fabrication of an acceptable form of microphone comedy.

Alas, we have gone years and years with a limping sort of nonsense for radio ears. We have had such things as the Kuku job, and the less fortunate Nit Wits. These have hewn to the rut, and are all but pathetic at the moment. Then we have had the ad libbers. We have had Doc Rockwells, Ray Perkins, the Three Doctors, the Three Bakers, and similar acts, all of which have clicked in their way. But none of them has projected a type of comedy that possesses a permanent yet effective formula.

Comics have realized that in front of the mike, comedy is a sorry thing unless it is inspired. Gestures and appearances are of course useless, and when a gag is shot at the audience, the comic perpetrator of it stands by to allow time for a laugh, which he doesn't hear. In a theatre he could gauge the reaction and feed the audience with its preferred diet. Not so in the studio. There the would-be funny man gazes into the dead pan of a mechanical mike. That alone is discouraging, and might have gone on forever, had not Billy Jones and Ernie Hare, pioneer comedians, found it advantageous to carry their own audiences with them.

"Mother" Song Series

• "Songs Our Mothers Used to Sing," a series of beautiful electrical transcriptions made under the direction of Gustav Haenschen, and featuring Elliot Shaw, baritone, a symphony orchestra, a string quartette, and several other voices, expressly for the Vick Chemical Company, will be heard through Station WLWL over a period of thirteen weeks, on Wednesday evenings at 7:45 and on Fridays at 7:15 p.m.

King of Radio

• Jean Paul King whose voice you hear announcing many features originating in the Chicago studios of the National Broadcasting Company, played in stock in San Francisco for a time. He is a graduate of the University of Washington.



JEAN PAUL KING

Teaching to Acting

• ROSALINE GREENE started out as a school teacher, but she found radio acting much more pleasant and adopted that as her life's work. She is heard on a number of dramatic features of the National Broadcasting Company.



ROSALINE GREENE

Australian Visitor

• D. M. Dow, commissioner general for the Commonwealth of Australia, and member of his immediate family recently attended an evening of NBC programs at 711 Fifth Avenue. Dow declared, during his visit, that he hoped for eventual exchange of worthwhile programs between the United States and his native land. "I admire the precision of your American broadcasts—everything to the split second," he said.

Naughty Censors

• Censors are always a bane, to someone or another, although it cannot be gainsaid that they serve a useful purpose, and that, sans censors, decency and dignity might, occasionally run amuck.

Many professional censors, however, have a bad habit of taking their authority too seriously, and, sooner or later, they become despots. The responsibility of passing on the mental diet of their fellow-man is a huge one, and the liability, at times, goes to their heads.

Famous Contralto

• Sophie Braslau, world renowned contralto, is the featured artist on the NBC Artists Service program each Sunday afternoon over WEAF. Although Miss Braslau has devoted herself to concert work, and has been eminently successful both here and abroad, she has won an even larger audience through her weekly broadcasts.



SOPHIE BRASLAU

Head of WMCA



DONALD FLAMM

• According to a report received by RADIO GUIDE, negotiations have already gone under way so that within a short while, WMCA will transmit television directly from their present studios in the Hammerstein Building.

It is said that a contract was signed a few days ago linking the Baird Television Corporation with WMCA. It is expected that the system which has been used so successfully in Great Britain by the Baird Organization will be adopted for televised broadcasts here in New York.

Noble Sissle Returns

• After filling an engagement at Les Ambassadeurs in Paris, Noble Sissle, pro-creator of colored revues, has returned to New York, to make his appearance at the Park Central Hotel, and he and his orchestra can be heard over WABC on Monday, Wednesday, Thursday and Saturday nights.

MUSING ON MUSIC

By MOZART JUNIOR

Wagner Listens in for a Night

... I got a kick out of George Hall's Hotel Taft Orchestra playing over WABC. The beautiful waltz still lives, thanks to this maestro who brings us that unusual European style of dance music played to please the listener—and not the music publisher.

... Henry Tobias pleased me today. There is a boy with ideas. He has an official tester make sure that all the instruments are in tune before he broadcasts over WEAF. You have no idea how much easier three saxes are on the ear—when they are in tune.

... I like Gambling's Gamboliers every morning over WOR. They get a personal touch over the "mike" by their homely harmony and good fellowship and Gambling's ad libbing makes him one of radio's favorite he he men. But their songs aren't changed often enough.

... I tuned in Ludwig Laurier's Slumber Music on WJZ and found all the lovely unutterable wonder of the day caught in the singing strains of sobbing violins—here was sunset in musical colors, melodic banners pulsing through the sky.

... Jessica Dragonette gave me a wonderful idea as I listened to her voice coming like a violin from heaven. Just imagine a symphony of voices—tenors led by Morton Downey baritones by Dennis King—basses by Emil Cote—and Jessica as the solo violin soaring to the quivering heights of dreamy interlude?

... I heard the swell of an organ and I stopped dialing to listen. It was Ann Leaf on WABC and I could hardly believe that a girl could make such a giant sing like a mighty orchestra or whisper like water rippling in moonlight. It is a lover who waits upon her hand and foot (no pun) and her wish is its command.

... I like the boyish impression I got over the air as I heard Julian Woodworth on WOR, his band playing a snappy background for his happy songs. Here is pep and personality, so hard to inject into a cold panned microphone.

... Nat Brusiloff is the clown of the violin—he makes it laugh—but it's laughter hides the tears, at least that was my impression as I got a roomful of Nat and his Rhythm Kings over WABC.

PROGRAM FOR SUNDAY, NOVEMBER 8th

RADIO LOG LOCAL STATIONS

| Station | *K. | *M. | YOUR DIALS' |
|---------|------|-----|-------------|
| WNYC | 570 | 526 | |
| WMCA | 570 | 526 | |
| WEAF | 660 | 454 | |
| WOR | 710 | 422 | |
| WJZ | 760 | 394 | |
| WPCH | 810 | 370 | |
| WABC | 860 | 349 | |
| WAAT | 940 | 319 | |
| WHN | 1010 | 297 | |
| WPAP | 1010 | 297 | |
| WQAO | 1010 | 297 | |
| WRNY | 1010 | 297 | |
| WLWL | 1100 | 275 | |
| WV | 1130 | 265 | |
| WGBS | 1180 | 254 | |
| WGBB | 1210 | 248 | |
| WCOH | 1210 | 248 | |
| WMRJ | 1210 | 248 | |
| WGCP | 1250 | 240 | |
| WAAM | 1250 | 240 | |
| WODA | 1250 | 240 | |
| WHAP | 1300 | 231 | |
| WBBR | 1300 | 231 | |
| WEVD | 1300 | 231 | |
| WCDA | 1350 | 222 | |
| WBNX | 1350 | 222 | |
| WMSG | 1350 | 222 | |
| WBBC | 1400 | 214 | |
| WLTH | 1400 | 214 | |
| WFOX | 1400 | 214 | |
| WBMS | 1450 | 207 | |
| WHOM | 1450 | 207 | |
| WKBO | 1450 | 207 | |
| WNJ | 1450 | 207 | |
| WWRL | 1500 | 200 | |
| WMIL | 1500 | 200 | |
| WMBA | 1500 | 200 | |
| WLBX | 1500 | 200 | |

*K.—Kilocycles *M.—Meters

526 M.—WMCA—570 Kc.

9:00 A.M.—"The Mechanical Doll"
 9:15 A.M.—Down Mem'ry Lane
 9:30 A.M.—Air School of Health
 10:00 A.M.—Watch Tower Program
 10:15 A.M.—Sunny South's Blue Yodeler
 10:30 A.M.—Sunday Morning Musicale
 11:30 A.M.—Bud Fischer
 12:00 N.—American Hebrew Forum
 12:15 P.M.—The Jewish Troubadours
 12:30 P.M.—Ralston Jewish Frolics
 1:00 P.M.—"Goldstein and Bernstein"
 1:15 P.M.—Solo Organ Recital
 1:30 P.M.—Finkenburgh Entertainers
 2:00 P.M.—Ted Black's Orchestra
 2:30 P.M.—Three Little Sachs
 3:00 P.M.—Fox Fur Trappers
 3:30 P.M.—Tom Noonan's "Cathedral of the Underworld"
 5:00 P.M.—Herbert's Diamond Entertainers
 5:30 A.M.—Bide Dudley
 5:45 P.M.—The Sphinx Lady
 6:00 P.M.—Sally Entertainers
 6:30 P.M.—Borinquen Rumba Group
 7:00 P.M.—Roemer's Homers
 7:30 P.M.—Pipes of Pan
 8:00 P.M.—The Literary Herald
 8:15 P.M.—"Songs—Old and New"
 8:30 P.M.—Jerry Solow and Orchestra
 9:00 P.M.—Namm's Program
 9:15 P.M.—Melodious Etchings
 9:30 P.M.—Wurlitzer Musical Forum
 9:45 P.M.—Vicks Program
 10:00 P.M.—Success Interview
 10:05 P.M.—Lotus Land
 10:30 P.M.—Three Little Sachs
 10:45 P.M.—Dave Abrams Orchestra
 11:00 P.M.—Sleepy Time Club
 11:30 P.M.—Bob Lightner Orchestra
 12:00 M.—Florence Richardson Orchestra
 12:30 A.M.—Paul Vincent's Orchestra

454 M.—WEAF—660 Kc.

8:00 A.M.—Melody Hour—Carolyn Gray, pianist; Alma Kitchell, contralto; La Salle String Quartet—Ivan Argay, John Kokes, violinists; Anthony Borello, violonist; Frederick Camella, violoncellist
 9:00 A.M.—The Balladeers—Marley R. Sherris, bass; Neil Enslin, baritone; John Kulick and Norman Price, tenors; instrumental trio
 9:30 A.M.—Mary Eaton, violinist
 9:45 A.M.—Walter Mills, baritone
 10:00 A.M.—Southland Sketches—Southern airs, male quartet direction William Edmonson; Levee Band
 10:30 A.M.—Troika Bells—Genia Fonarova, mezzo-soprano; Alexander Kirilloff's orchestra
 11:00 A.M.—Neapolitan Days—Dolores Casinelli, soprano; Giuseppe di Benedetto, tenor; Joe Biviano, accordionist; instrumental ensemble; Thomas Belviso, director
 11:30 A.M.—Tales of the Emerald Isle—dramatized legends.
 12:00 N.—Sparklets—Tom Neely's wood wind ensemble.
 12:15 P.M.—Echoes of the Orient—Sven von Halberg's string ensemble
 12:30 P.M.—Biblical Drama
 1:00 P.M.—Isa Kremer, diseuse—eight piece orchestra
 1:30 P.M.—Carveth Wells
 1:45 P.M.—Old Company's Program—American Singers; William Wires' orchestra

2:15 P.M.—Sunday Bright Spot—Investor's Syndicate program; Jack Pettis' orchestra; Mariners Trio—Gordon Cross and Gill Nolan, tenors; Glenn Cross, baritone
 2:30 P.M.—Moonshine and Honeysuckle—dramatic sketch
 3:00 P.M.—Wayne King's Orchestra
 3:30 P.M.—Dr. S. Parkes Cadman—address; radio choir and orchestra direction George Dilworth
 4:00 P.M.—Florsheim Frolic—Ferdie Grofe's orchestra; Jane Froman, contralto; Jimmy Hatton, tenor; Pratt and Sherman, masters of ceremonies
 4:30 P.M.—The Wonder Program—Roy Shield's orchestra; Ruth Lyon, soprano; Charles Sears, tenor
 5:00 P.M.—NBC Artists Service Program
 5:30 P.M.—General Electric Home Circle—Richard Bonelli, baritone, guest artist
 6:00 P.M.—Catholic Hour—"Christ's Influence," Rev. James M. Gillis, C. S. P., editor Catholic World, New York; questions and answers, Rev. Dr. Edw. L. Curran; Mediaevalists
 7:00 P.M.—Thru the Opera Glass
 7:30 P.M.—Iodent Club of the Air—dramatic sketch; Big Brother Bob Emery; Joe Rines' orchestra
 8:00 P.M.—Chase and Sanborn—Eddie Cantor, guest artist
 9:00 P.M.—"Our Government"—talk, David Lawrence
 9:15 P.M.—The American Album of Familiar Music—Gus Haenschen's orchestra
 9:45 P.M.—Buick Hall of Fame
 10:15 P.M.—"Ted Weem's Orchestra—Best Sellers with Ilo May Bailey"
 10:45 P.M.—Sunday at Seth Parker's
 11:15 P.M.—Interview—Glenn Frank and H. G. Wells
 11:45 P.M.—Jesse Crawford
 12:00 M.—Henry Tobias' Orchestra

4:30 P.M.—Shuron P.O.A. Musical Showmen—George Martin, newspaper reporter, "Through the Old Reporter's Eyes."
 5:00 P.M.—National Vespers—Dr. Harry Emerson Fosdick
 5:30 P.M.—International Gypsies—orchestra direction Jules Lande
 6:00 P.M.—Raising Junior—Wheatona serial
 6:15 P.M.—Veronica Wiggins, contralto song recital
 6:30 P.M.—My Portrait Gallery of Famous Britons—"Mr. J. H. Thomas", talk by Valentine Williams
 6:45 P.M.—The Adventures of Barbara Wayne—"Vanity Silk Mills Co. program"
 7:00 P.M.—Willys-Overland Orchestra—Harold Stokes, director; Tom, Dick and Harry, vocal trio
 7:15 P.M.—Jolly Time Revue—Courtesy of American Popcorn Co.—the Jolly Colonel
 7:30 P.M.—The Three Bakers—Chase & Sanborn program—Frank Luther, Jack Parker and Darrell Woodyard; Will Donaldson, accompanist; Billy Artz' dance orchestra; Ray Perkins, master of ceremonies
 8:00 P.M.—Enna Jettick Melodies—mixed quartet: Betsy Ayres, soprano; Mary Hopple, contralto; Steele Jamison, tenor; Leon Salathiel, bass; Robert Armbruster's instrumental ensemble
 8:15 P.M.—Collier's Radio Hour—guest speakers: "Keeping Up With the World" with Uncle Henry and the Editor
 9:15 P.M.—Bayuk Stag Party—Capt. Eddie Rickenbacker, war ace, guest artist; male quartet: Harrison Knox, Paul Parks, Harold Woodward and James Stanley; Robert Armbruster, accompanist; Nat Brusiloff's orchestra

5:00 P.M.—Rev. Donald Grey Barnhouse, Tenth Presbyterian Church
 5:30 P.M.—Blue Coal Radio Revue.
 6:30 P.M.—Howard Dandies, Roger White and Dandies Orchestra.
 7:00 P.M.—The World's Business, Dr. Julius Klein, Assistant Secretary of Commerce, From Washington, D. C.
 7:15 P.M.—Charlie and Oscar
 7:30 P.M.—Luden's Novelty Orchestra. Conducted by Dan Rybb with Paul Small, Tenor
 8:00 P.M.—Devils, Drugs and Doctors
 8:15 P.M.—Your Telephone Co. Music Along the Wires, Symphony Orchestra, Conducted by Fritz Reiner
 8:45 P.M.—Angelo Patri, "Your Child." Cream of Wheat Co.
 9:00 P.M.—Roxy Theatre Symphony. Directed by Maurice Barron
 9:30 P.M.—Romances of the Sea. Dramatization of Shakespeare's "The Tempest," with Musical Background played by Charles Previn and his Symphony Orchestra
 10:00 P.M.—Ernest Hutcheson, Pianist, and Concert Orchestra. Overture to "Coriolanus;" Beethoven
 10:30 P.M.—The Gauchos. Vincent Sorey's Orchestra with Tito Guizar
 10:45 P.M.—President Hoover's Program for Unemployment Relief
 11:45 P.M.—Ben Bernie and His Orchestra
 12:00 M.—Eddie Duchin and His Casino Orchestra
 12:30 A.M.—Nocturne. Ann Leaf at the Organ.

297 M.—WHN—1010 Kc.

9:30 P.M.—"In a Hungarian Village"
 10:00 P.M.—Jay Drew—"The Man About Town"
 10:15 P.M.—Tommy King, Guitar and Songs
 10:30 P.M.—Eugene Gelesnik Presents
 11:00 P.M.—Up at Perry Charles Apartment

297 M.—WPAP—1010 Kc.

9:30 A.M.—Uncle Robert and His Pals
 10:30 A.M.—Samuel Greenberg, Mandolinist
 10:45 A.M.—Maymil Harmony Crooners
 12:30 P.M.—Frank Grossman and His New Yorkers
 1:00 P.M.—University Forum
 1:05 P.M.—"A Foreign Language Newspaper Explains Himself"
 1:30 P.M.—Paul Hutter
 2:00 P.M.—Hungarian Luncheon Music
 2:30 P.M.—Joe Sover and Orchestra

297 M.—WQAO—1010 Kc.

11:00 A.M.—Calvary Morning Services
 3:00 P.M.—"Inspiration Hour"
 7:30 P.M.—Calvary Evening Services

297 M.—WRNY—1010 Kc.

4:30 P.M.—Little Theatre of Queens
 4:45 P.M.—John Patterson and Helen Stuart
 5:00 P.M.—Songs—Sonia Greenov
 5:15 P.M.—W. H. Bridge—Psychology
 5:30 P.M.—Musical Overtones
 6:00 P.M.—Staiko's Greek Entertainers
 6:15 P.M.—Cavadias Mandolinatta
 6:30 P.M.—Harold Munsch's Orchestra

272.6 M.—WLWL—1100 Kc.

3:15 P.M.—Columbus Council K of C Forum Address by Monsignor John L. Belford, D.D., Columbus Council Glee Club
 8:00 P.M.—Sacred Music
 8:30 P.M.—"Why I am a Catholic"—Rev. John E. Wickham, LL.D. Singing by the Paulist Chorists

265 M.—WV—1130 Kc.

9:00 A.M.—Morning Song
 9:15 A.M.—Personal Problems
 9:30 A.M.—Modern Living
 10:00 A.M.—Watch Tower
 11:00 A.M.—Mons. Sakele
 11:15 A.M.—N. Y. American Christmas Fund
 11:30 A.M.—Fur Paraders
 12:00 N.—Your Health
 12:15 P.M.—Floyd Williams, Tenor
 12:30 P.M.—Popular Tunes of Merit
 1:15 P.M.—Marcella Ricoldie
 1:30 P.M.—Jewish Hour
 2:00 P.M.—Dave White's Orchestra
 2:30 P.M.—Maytime Music
 3:00 P.M.—Willie Jackson Presents
 4:30 P.M.—Staten Island Orchestra
 5:00 P.M.—Watch Tower
 5:15 P.M.—Evelyn Wald—Blues
 5:30 P.M.—Fur Paraders

254 M.—WGBS—1180 Kc.

10:00 A.M.—Watch Tower Program
 11:00 A.M.—Michael Addieg's Orchestra
 11:30 A.M.—Jewish Little Symphony
 12:00 N.—L. Silvers at the Piano
 12:15 P.M.—Hebrew American Hearth Program
 1:15 P.M.—Fanchon and Marco's Radio Idea
 1:45 P.M.—Salvation Army Band
 2:15 P.M.—Knickerbocker Quartet
 2:30 P.M.—West Indian Octette
 3:00 P.M.—Jean Stors Syncopated Choir
 3:30 P.M.—Hovey Instrumental Ensemble
 4:00 P.M.—Empire State Orchestra
 4:30 P.M.—Fourteen Bricktops Orchestra
 5:00 P.M.—Irish Echo Boys—Instrumental and vocal
 6:00 P.M.—Sunday Evening Musicale
 6:30 P.M.—Italian Moments
 7:00 P.M.—Chimes

230.6 M.—WHAP—1300 Kc.

8:00 P.M.—Music
 8:15 P.M.—Bible Reading
 8:20 P.M.—Whitaker Anderson
 8:50 P.M.—Music
 9:00 P.M.—Ex-Priest
 9:30 P.M.—Music
 9:45 P.M.—Protestant Authors
 10:00 P.M.—"Who is Jesus?"
 10:30 P.M.—Symphonic Program

SPECIALS FOR TODAY

1:15 P.M. . . WJZ —Gov. Albert Ritchie of Maryland

1:30 P.M. . . WEAF—Walter Damrosch Hour—Symphony Concert

3:00 P.M. . . WABC—N. Y. Philharmonic Symphony Concert

10:45 P.M. . . WABC—Pres. Hoover's Unemployment Relief Program

422 M.—WOR—710 Kc.

11:00 A.M.—Emi. Velazco—organ recital
 11:30 A.M.—Uncle Don's Wake-up Club
 12:00 N.—Current Legal Topics
 12:30 P.M.—Elizabeth Ann's Sunday School
 1:00 P.M.—Perole String Quartet
 2:00 P.M.—Dr. Arthur Frank Payne
 2:30 P.M.—Musical Doctor and Orchestra
 3:00 P.M.—Congressman F. La Guardia
 3:45 P.M.—Brodsky and Kelberine, Pianists
 4:00 P.M.—Rev. Charles Coughlin
 5:00 P.M.—Eddy Brown String Quartet
 5:30 P.M.—Red Lacquer and Jade
 6:00 P.M.—Uncle Don
 6:30 P.M.—Globe Trotter
 6:45 P.M.—Maurer's Concert Orchestra
 7:15 P.M.—Choir Invisible—by Shackley
 8:00 P.M.—Margaret Anglin, Dialogues
 8:30 P.M.—Bernhard Levitov's Ensemble Symphonique
 9:00 P.M.—"The Voice of Broadway"—Ludwig Bauman Hour
 9:45 P.M.—In a Russian Village
 10:00 P.M.—Radio Varieties—Nick Kenny
 10:30 P.M.—Footlights Echoes
 11:30 P.M.—Moonbeams

395 M.—WJZ—760 Kc.

8:00 A.M.—Tone Pictures—Lew White, organist; mixed quartet: Mary Merker, soprano; Helen Janke, contralto; Richard Maxwell, tenor; Curt Peterson, baritone
 9:00 A.M.—NBC Children's Hour
 10:00 A.M.—Mexican Typica Orchestra—Gustave Clemente, director
 10:30 A.M.—Fiddlers Three—three violins, piano and vibraphone
 10:45 A.M.—A Song for Today—Lowell Patton, composer organist; Gloria LaVey, contralto; Fenwick Newell, tenor
 11:00 A.M.—The Russian Singers—mixed chorus, Basil Kibalchich, director
 11:30 A.M.—Morning Musicale—George Rasely, tenor
 12:30 P.M.—Lew White at the Console
 1:00 P.M.—Over Jordan—dramatization of Roark Bradford Negro Biblical story
 1:15 P.M.—Sentinels of the Republic—"Government Interference with Business," Governor Albert Ritchie of Maryland
 1:30 P.M.—Walter Damrosch Hour—symphony concert—Premiere
 1:45 P.M.—Mabel Jackson, soprano; Willard Amison, tenor; string trio
 2:30 P.M.—Yeast Foamers—Herbie Kay's orchestra; Chauncey Parsons, tenor
 3:00 P.M.—National Youth Conference—Dr. Daniel A. Poling; musical direction George Shackley
 3:30 P.M.—Balkan Mountain Men—Verni's Tambouritzza orchestra, vocal ensemble and soloists; Alexander Basy, director
 4:00 P.M.—Melodies de France—"Houbigant program"—The Barrere Little Symphony

9:45 P.M.—Kellogg Slumber Music—Kaffee Hag program—Ludwig Laurier's string ensemble; Rafael Galindo, violinist
 10:15 P.M.—Harbor Lights—drama of the sea with Florence Malone, Edwin M. Whitney, Leslie Joy, Walter Soderling, William Shelley and Joseph Granby
 10:45 P.M.—Land of Wonder and Fear—talk by F. A. Mitchell Hedges
 11:00 P.M.—Witherspoon Chorus—mixed chorus direction Herbert Witherspoon
 11:30 P.M.—Russ Columbo, the "Voice from the Golden West"—songs
 11:45 P.M.—South Sea Islanders—Joseph Rodgers' Hawaiian ensemble
 12:00 M.—Henry Theis and his orchestra—to 1:00 A.M. dance music

370 M.—WPCH—810 Kc.

9:00 A.M.—Southern Canary
 9:15 A.M.—Melody Strings
 9:30 A.M.—Sunday Morning Song Service
 10:00 A.M.—Clarence Augustus Williams
 10:15 A.M.—Monsieur Sakele
 10:30 A.M.—Dancing Dandies
 11:00 A.M.—Christian Science Church Service
 12:15 P.M.—From Waikiki to Broadway
 12:30 P.M.—Lindsay Laboratories
 1:00 P.M.—The Inspirational Hour directed by Edw. Wertheim
 1:30 P.M.—Infants Home of Brooklyn Program
 2:00 P.M.—Dance Music
 2:30 P.M.—Biblical Talk
 2:45 P.M.—Brooklyn String Quartette
 3:30 P.M.—Al Vann & Bob Stanley—Songs
 3:45 P.M.—Real Radio Service Program
 4:15 P.M.—Young Israel Program
 4:45 P.M.—Rabbi Goldstein's Question Box
 5:00 P.M.—Dance Music—4 Rasa Brothers
 5:30 P.M.—Spiritual Specialists
 6:00 P.M.—Echoes From Erin

348.6 M.—WABC—860 Kc.

8:00 A.M.—Morning Musicale. Emery Deutsch's Orchestra with Helen Bode, Soprano.
 9:00 A.M.—Land O' Make Believe. Children's Playlet.
 10:00 A.M.—Columbia Church of the Air
 10:30 A.M.—Quiet Harmonies. Emery Deutsch, Conductor
 11:00 A.M.—Horn and Hardart's Children's Hour. Juvenile Variety Program
 12:00 N.—Voice of St. Louis
 12:30 P.M.—International Broadcast.
 12:45 P.M.—Cafe Budapest. Hungarian Orchestra directed by Emery Deutsch with Charol de Thome Soloist
 1:00 P.M.—Cathedral Hour. Channon Collinge, Conductor; Theo Karle, Tenor; Barbara Maurel, Contralto
 2:00 P.M.—Sons of Eli, Spirituals
 2:30 P.M.—Columbia Church of the Air
 3:00 P.M.—New York Philharmonic Symphony Orchestra, Erich Kleiber, Conductor, and Olin Downes, Commentator

With Her Violin

• Florence Richardson and her Melody Boys, who broadcast from the Balconades of the Concourse Plaza Hotel, are regular features over WMC-A. They are heard Tuesdays, Fridays and Sundays at 11:30 P.M.



FLORENCE RICHARDSON

Armistice Day Broadcast

• A moment of silence honoring the World War dead will precede President Hoover's Armistice Day tribute, to be delivered over a National Broadcasting Company network.

In memory of the hour when American troops ceased battle, the broadcast of Presidential ceremonies will be deferred two minutes to 11:02 A.M., while a silent moment and the sounding of "caps" mark a tribute on the same network at 11:00 A.M. The programs usually are switched on the hour.

The Presidential ceremony will be heard over WJZ from 11:02 to 11:20 A.M. President Hoover will accept in behalf of the nation a memorial cenotaph placed in Potomac Park by citizens of the District of Columbia. Frank B. Noyes, publisher, and chairman of the memorial committee, will make the presentation. General Pershing and Admiral Sims will be present.

Immediately preceding the capital broadcast, the League for Remembrance will present its annual memorial program over the same network from the NBC New York studios. It will open at 10:45 A.M. with the ringing of church chimes. William C. Redfield, former secretary of commerce in the Wilson cabinet, will deliver the memorial address. "There is No Death," war lyric by Geoffrey O'Hara, will be sung by a tenor soloist. At 10:59 a Salvation Army bugler will signal the moment of silence to be followed by "taps."

A number of NBC programs will be dedicated to the Armistice, including a tribute to "The Unknown Soldier," written and interpolated by Charles Colfax Long, narrator, to be heard from 4:30 to 5:00 P.M., Tuesday, November 10, over WJZ. Archer Gibson, organist, will play the accompaniment.

Early Birds

• GENE CARROLL and GLENN ROWELL are making a rapid rise to success. They recently signed a new long term contract with the Quaker Early Birds for a continuation of their daily broadcasts at 8 A.M. over WEA, except Sunday.

The Rise of the Goldbergs

(Continued from page 1)

business people and hard-headed show folks. Listening to auditions is their business. But their fingers are on the public pulse and they immediately concluded that the public would like the Rise of the Goldbergs.

A date was assigned and Gertrude Berg went into serious rehearsal with her little group. And one bleak winter's night The Rise of the Goldberg's was broadcast for the first time.

Three months later illness kept Mrs. Berg off the program for the first time. Without preliminary announcement a substitute was put in her place. The program was concluded at 9:30 o'clock and from then until midnight, the NBC switchboard, manned by five competent operators, was jammed with calls from listeners demanding to know what had happened to their favorite radio character.

But this proof, convincing though it was, wasn't needed by the program builders to convince them that the Rise of the Goldbergs was, in the words of the theatre, a "hit".

There are four principal characters in the Rise of the Goldbergs: Mollie Goldberg, the mother, Jake Goldberg, the father, Sammy Goldberg, the son, and Rosie Goldberg, the daughter. Finding the proper actors for these roles was by no means the smallest task confronting Gertrude Berg in popularizing the Goldbergs.

The really big role of the program, that of Mollie, was simple, Mrs. Berg could play that herself. But adequate performers for the other roles were not so easy to find. One person after another, veteran actors and actresses, authentic Jewish people and radio performers galore, came and went in a long series of auditions before the cast was eventually selected.

Eventually—and only after the program had been on the air several weeks was the present cast finally decided upon. James R. Waters is Jake. He is a veteran of the stage, having played

four years in Abie's Irish Rose after having starred in the Shubert's noted production of Potash and Perlmutter.

Selecting the children was as difficult, Mrs. Berg found, as finding a suitable father's voice. Rosalyn Silber, the Rosie of today, and Alfred Corn, who plays the part of Sammy, are both products of the NBC Sunday Children's program. Both were trained by Miss Madge Tucker, whose juvenile stars grace many Broadway productions as well as motion pictures.

Mrs. Berg, in her role of Mollie, planner of the family, had never had a day of stage experience until radio forced her into vaudeville. She is thirty years old, the wife of a refining engineer and the mother of two children. Gertrude Berg lived in New York all her life except for three years on a Louisiana plantation. The sugar refining business took them there.

Mrs. Berg writes the scripts in long hand, never rewrites them, and requires anywhere from one hour to two and one half days for their writing.

Her husband and children are Goldberg fans. They listen in regularly. Often she reads them the scripts for suggestions. Most of her spare time now is spent between the piano lessons of Harriet, age five, and the literary ambitions of Churney, nine years old.

She works daily from 9 A.M. to 2 P.M., if necessary. Her scripts are ready eighteen weeks ahead, but she never lets a day pass without doing some work on them.

Portrait painting is her chief diversion. She never takes a real vacation. "I much prefer to work in New York," she said, "It inspires work. When out of the city, one sits back and the mind becomes a vacuum." Just what the ultimate future of the Goldbergs may be, Gertrude Berg isn't prepared to say, but "the Goldbergs haven't risen to their full heights yet," is her often expressed conviction.



THE RISE OF THE GOLDBERGS

Above are shown the artists who create this favorite radio period. Left to right—Alfred Corn as "Sammy"; Gertrude Berg as "Molly"; James Waters as "Jake"; and Rosalyn Silber as "Rosie."

"Blues Singer"

• Lillian Warner, whose charming contralto voice is heard over WMCA on Thursdays, sings on the program known as Melody Express which emanates from that studio at 1:15 P.M. Miss Warner is gaining a name for herself with her renditions of "blues" songs.



LILLIAN WARNER

Prized Possession

• The most prized possessions of the Publicity Department of the Columbia System, is an autographed copy of Premier Laval's speech.

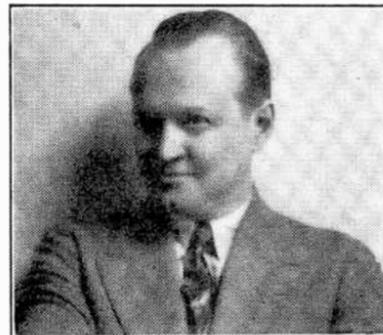
WHAT ABOUT
LOVE?

Every Thursday
AT 9:30 P.M.
on WABC

YOU'LL find the answer in the Love Story Program—a thrilling, tender drama that will hold you in its spell. You'll like its action, live its adventure—love its lovers.

Every Thursday night, a heart-throbbing drama is presented by Street and Smith, Publishers of the famous weekly, Love Story Magazine—don't miss it!

STREET & SMITH'S
LOVE STORY
MAGAZINE



Chamberlain Brown

who has established over Station WGBS a program every Thursday evening at six-thirty. Mr. Brown's program has included Fritz Scheff, Frances Starr, Alice Gentle, Stella De Mette, Fred Hillebrand, Glenn Hunter, Gladys Feldman, Reed McClelland, Ina Hayward, Blanche Ring, Dorothy Sands, Harry K. Morton, Zella Jeritza, Gigli, Elisabeth Ohms, Rudy Vallee, Cab Calloway. Mr. Brown has the largest array of contracted musical and dramatic stars under personal contract and in adapting such dramas as Way Down East, M'Liss, Ben Hur, The Girl With the Green Eyes, The Rosary, Kept and many other plays has established the Castle Square Theatre Stock Company of the air and with weekly dramatic playlets on song hits of Ross Columbo, Rudy Vallee, Cab Calloway, Bing Crosby, Will Osborne has developed new features over the air. Mr. Brown takes complete charge of all his programs.

PROGRAM FOR MONDAY, NOVEMBER 9th

526 M.—WNYC—570 Kc.

- 11:00 A.M.—Correct Time
- 11:05 A.M.—Department of Public Markets "Daily Retail Food Prices"
- 11:10 A.M.—Herman Neuman—Pianist
- 11:30 A.M.—Department of Health
- 11:40 A.M.—Eugenie Fribourg.
- 11:55 A.M.—Daily Message
- 6:00 P.M.—Correct Time, Police Reports
- 6:01 P.M.—Prelude
- 6:05 P.M.—John B. Foster—"Sports Review"
- 6:15 P.M.—F. Brown—"Mountain Songs"
- 6:30 P.M.—German Lessons
- 7:00 P.M.—Herbert Swing—Brahm's Songs
- 7:15 P.M.—Brooklyn Museum—Talk
- 7:30 P.M.—Correct Time, Police Alarms
- 7:35 P.M.—WNYC Air College
- 8:15 P.M.—Department of Hospitals

526 M.—WMCA—570 Kc.

- 8:00 A.M.—The Phantom Organist
- 8:15 A.M.—The Three Early Birds
- 8:30 A.M.—Organ Reveille with Mario Casa
- 8:45 A.M.—Harry Glick's Gym Class
- 9:00 A.M.—Monsieur Sakele
- 9:15 A.M.—Loughran Food Science Talk
- 9:30 A.M.—Modern Living
- 10:00 A.M.—Morning Glories
- 10:15 A.M.—Tuneful Topics
- 10:30 A.M.—Namm's Program
- 10:45 A.M.—Marvelette Lady
- 12:00 N.—Mid-day Message
- 12:15 P.M.—Phillips String Ensemble
- 12:30 P.M.—W.-T. Stock Quotations
- 1:00 P.M.—Reminiscing with Blind George
- 1:10 P.M.—Nolette—Triangle Vocal Trio
- 1:30 P.M.—Luncheon Musicale
- 2:00 P.M.—Bide Dudley
- 2:05 P.M.—Pages of Broadway
- 2:15 P.M.—Mirror Reflections
- 2:30 P.M.—Canadian Songbird
- 2:45 P.M.—Jack Filman, sport chat
- 3:00 P.M.—Moments with the Masters
- 3:30 P.M.—In An Italian Garden
- 4:00 P.M.—Musical Moments
- 4:15 P.M.—"People I Have Met"
- 4:30 P.M.—The Phantom Organist
- 5:00 P.M.—Sally Entertainers
- 5:30 P.M.—The Quaker Puzzle Man
- 5:35 P.M.—Margaret Lane Beauty Etiquette
- 5:45 P.M.—Red Devils with Junior Smith
- 6:00 P.M.—Nick Kenny's Radio Scandals
- 6:30 P.M.—Jean Comora's Musicale
- 6:45 P.M.—Al Vann and Bob Stanley
- 7:30 P.M.—The Jewish Troubadours
- 9:45 P.M.—Success Interview
- 10:00 P.M.—Organ Recital
- 10:05 P.M.—Three Little Sachs
- 10:45 P.M.—Dave Abrams' Orchestra
- 11:00 P.M.—Will Oakland's Terrace Orchestra
- 11:30 P.M.—Enoch Light Orchestra
- 12:00 M.—Bide Dudley's Dramatic Review
- 12:05 A.M.—Bob Lightner Orchestra
- 12:30 A.M.—Black Cat Orchestra
- 1:00 A.M.—Phil Romano Orchestra
- 1:30 A.M.—Sleepytime Club

454 M.—WEAF—660 Kc.

- 6:45 A.M.—Tower Health Exercises
- 8:00 A.M.—Gene and Glenn—Quaker Early Birds
- 8:15 A.M.—Morning Devotions
- 8:30 A.M.—Cheerio
- 9:00 A.M.—Le Trio Charmante
- 9:15 A.M.—Tom Waring's Troubadours
- 9:45 A.M.—Our Daily Food—Col. Goodbody
- 10:00 A.M.—Mrs. Blake's Radio Column—Sisters of the Skillet—Sponsored by Proctor & Gamble
- 10:15 A.M.—Dr. Royal S. Copeland—health clinic—Sterling Products
- 10:30 A.M.—Jean Carroll—Sponsored by Packer Mfg. Co.
- 10:45 A.M.—Ballad Singers
- 11:00 A.M.—Hawaiian Serenaders
- 11:30 A.M.—Hugo Mariani and his Marionettes
- 12:00 N.—General Electric Home Circle
- 12:15 P.M.—Black and Gold Room Orchestra
- 1:00 P.M.—Market and Weather Reports
- 1:15 P.M.—Henry Tobias and His Orchestra
- 1:30 P.M.—Pennsylvania Luncheon Music
- 2:00 P.M.—The Importance of Volunteer Service
- 2:15 P.M.—The Nomads
- 2:45 P.M.—Henrietta Schumann, pianist
- 3:00 P.M.—Women's Radio Review
- 4:00 P.M.—National Music League Program
- 4:30 P.M.—Phil Spitalny—Tea Dansante
- 5:00 P.M.—The Lady Next Door
- 5:30 P.M.—The Pilgrims
- 5:45 P.M.—Rex Cole Mountaineers
- 6:00 P.M.—Waldorf-Astoria Orchestra
- 6:30 P.M.—Vaugh de Leath, contralto
- 6:45 P.M.—Swift Program
- 7:00 P.M.—Vermont Lumber Jacks
- 7:15 P.M.—The Campbell Orchestra
- 7:30 P.M.—Prince Albert Quartet Hour
- 7:45 P.M.—The Goldbergs—"Pepsodent Program"
- 8:00 P.M.—Soconyland Sketches
- 8:30 P.M.—Voice of Firestone
- 9:00 P.M.—A. & P. Gypsies
- 9:30 P.M.—Parade of the States—General Motor's Program
- 10:00 P.M.—"True Story Hour"
- 10:45 P.M.—The Simoniz Guardsmen
- 11:00 P.M.—Coon-Sanders Orchestra
- 11:30 P.M.—Jesse Crawford
- 11:45 P.M.—Cab Calloway's Orchestra
- 12:00 M.—Earl Hines and His Orchestra
- 12:30 A.M.—Tweet Hogan Orchestra

422 M.—WOR—710 Kc.

- 6:45 A.M.—Gym Classes
- 8:00 A.M.—Al Woods
- 8:15 A.M.—Mr. & Mrs. Reader
- 8:30 A.M.—Martha Manning
- 8:45 A.M.—Musical Novelties
- 9:00 A.M.—Miss Cath'rine 'n' Calliope
- 9:30 A.M.—Bits of Living—Edith Burtis
- 9:45 A.M.—Sherman Keene's Orchestra
- 10:00 A.M.—McCann Pure Food Hour
- 11:00 A.M.—Nell Vinick—Beauty Talk
- 11:15 A.M.—The Happy Vagabond
- 11:30 A.M.—Home Economics
- 11:45 A.M.—WOR Ensemble
- 12:00 N.—Journal of the Air
- 12:15 P.M.—Economy Program
- 12:20 P.M.—Vignettes—Helen Albert
- 12:30 P.M.—Chic Winter's Dance Orchestra

- 1:00 P.M.—A Fiedler and His Orchestra
- 1:30 P.M.—N. J. Club Women's Hour
- 2:00 P.M.—Rutgers University
- 2:15 P.M.—William Berce, cellist
- 2:20 P.M.—N. J. Community Chest
- 2:30 P.M.—Donald Speer, tenor
- 2:45 P.M.—N. J. Audubon Society
- 3:15 P.M.—Ariel Ensemble
- 3:30 P.M.—Elk's Organ Recital
- 4:00 P.M.—Eddie Wolfe and his Arcadians
- 4:30 P.M.—(Uncle Wiggley)
- 4:45 P.M.—Mary Brighton, Songs
- 4:57 P.M.—Program Resume
- 5:00 P.M.—Arthur Hale, Pianist
- 5:05 P.M.—V. E. Meadows Beauty Talk
- 5:24 P.M.—Jones Beach Talk
- 5:29 P.M.—Rose Martin Hobby Club
- 5:59 P.M.—Weather Report
- 6:00 P.M.—Uncle Don
- 6:30 P.M.—Journal of the Air
- 6:45 P.M.—Unemployment Relief Committee

- 7:00 P.M.—Hebrew Melodies
- 7:15 P.M.—"Inside Stuff" (newspaper sketch)
- 7:30 P.M.—Dr. Arthur Frank Payne
- 7:45 P.M.—Hobart Bosworth
- 8:00 P.M.—Nick Goldman's Orchestra
- 8:30 P.M.—Maj. Gen. James G. Harbord
- 9:00 P.M.—Los Charros with Tito Guizar
- 9:15 P.M.—Arthur Murray Dancing Class
- 9:30 P.M.—The Witch's Tale
- 10:00 P.M.—Fox Fur Trappers
- 10:15 P.M.—Diamond Entertainers
- 10:45 P.M.—Globe Trotter
- 11:00 P.M.—Time, Weather Report
- 11:03 P.M.—Julian Woolworth's Orchestra
- 11:30 P.M.—Moonbeams

395 M.—WJZ—760 Kc.

- 7:30 A.M.—A Song for Today
- 7:45 A.M.—Jolly Bill and Jane—Cream of Wheat Program
- 8:00 A.M.—On the 8:15
- 8:15 A.M.—Sunbirds
- 8:30 A.M.—Bissell Pick-Ups
- 8:45 A.M.—Sunbirds
- 9:00 A.M.—"The Laugh Club"
- 9:15 A.M.—Everyday Beauty—P. Beiersdorf Co., Program
- 9:30 A.M.—"Beautiful Thoughts"—Courtney Montgomery Ward Co.
- 9:45 A.M.—Miracles of Magnolia

- 11:15 A.M.—Songs For You—Anne Cooper
- 11:30 A.M.—Organ Recital
- 11:45 A.M.—Singing Strings
- 12:00 N.—Maritime News
- 12:05 P.M.—A Musical Moment
- 12:15 P.M.—Songs From Across the Sea
- 12:30 P.M.—Wm. Jacoby and Julius Cerulle
- 12:45 P.M.—Helene Chappelle
- 1:00 P.M.—Luncheon Musicale
- 1:30 P.M.—Singing the Blues—Eva Lerner
- 1:45 P.M.—Highlights of Sports
- 2:00 P.M.—Sweethearts of Radioland
- 2:15 P.M.—A Song Portfolio—Carroll Clark
- 2:30 P.M.—The Play for To-Day
- 3:00 P.M.—Mirror Reflections
- 3:15 P.M.—Songs For All—Ruth Cumming
- 3:30 P.M.—Market Prices
- 3:50 P.M.—Organ Recital
- 4:00 P.M.—In a Concert Hall
- 4:30 P.M.—Tea Dancing
- 5:00 P.M.—For Laughs—Don Trent
- 5:15 P.M.—Richards' Musicale
- 5:30 P.M.—Poet of the Uke—Roy Shelley
- 5:45 P.M.—Capt. Joe's Stories
- 6:00 P.M.—Eileen Joyce—Crooner
- 6:15 P.M.—Professor Roy C. Hanaway

348.6 M.—WABC—860 Kc.

- 7:30 A.M.—Organ Reveille
- 8:00 A.M.—Morning Devotions
- 8:15 A.M.—Something for Everyone
- 8:45 A.M.—Old Dutch Girl
- 9:00 A.M.—The Commuters
- 9:30 A.M.—Tony's Scrap Book
- 9:45 A.M.—Melody Musketeers, male trio
- 10:00 A.M.—Radio Home Makers
- 10:15 A.M.—Harmonies and Contrasts
- 10:45 A.M.—Round Towners
- 11:00 A.M.—Melody Parade
- 11:15 A.M.—The Madison Singers
- 11:30 A.M.—"Front Page Personalities"
- 11:45 A.M.—Ben Alley
- 12:00 N.—Yoeng's Orchestra
- 12:30 P.M.—Columbia Revue
- 1:00 P.M.—Hotel Taft Orchestra
- 1:30 P.M.—Barclay Orchestra
- 2:00 P.M.—Ann Leaf at the Organ
- 2:30 P.M.—American School of the Air
- 3:00 P.M.—Will Osborne's Orchestra
- 3:30 P.M.—Arthur Jarrett
- 3:45 P.M.—Ben and Helen
- 4:00 P.M.—Bert Lown

297 M.—WPAP—1010 Kc.

- 9:00 P.M.—Dr. George Cohen's Advice on Pets
- 9:30 P.M.—St. Nicholas Boxing Bouts
- 10:30 P.M.—Zimmerman's Restaurant
- 11:00 P.M.—Radliolians
- 11:30 P.M.—Golden City Five
- 12:00 P.M.—Harlemites

297 M.—WNY—1010 Kc.

- 9:30 A.M.—Harry Glick's Class
- 10:00 A.M.—Speech Defects
- 10:15 A.M.—Whispering Mac and his Guitar
- 10:30 A.M.—Organ Recital
- 11:00 A.M.—Announcements
- 11:15 A.M.—See Chanties
- 11:30 A.M.—Cottons for Fall and Winter—Paul Kittell—Baritone
- 12:00 N.—Luncheon Music
- 12:30 P.M.—Luncheon Music
- 1:00 P.M.—N. Y. Evening Air Post
- 1:20 P.M.—Transcontinental Air News
- 5:30 P.M.—El Flamenco Orchestra
- 6:00 P.M.—Lou Rogers' Animal News Club
- 6:15 P.M.—N. Y. Stock Quotations
- 6:30 P.M.—Traveler
- 6:45 P.M.—Announcements
- 6:50 P.M.—Wrestlers Interviewed
- 7:00 P.M.—Russian Balalaika Orchestra
- 7:30 P.M.—Elm Russ—Pianist
- 7:45 P.M.—Community Councils Civic Hour
- 8:00 P.M.—Dick's Corsonians
- 8:30 P.M.—Los Pamperos
- 8:45 P.M.—The Wessellians

272.6 M.—WLWL—1100 Kc.

- 6:00 P.M.—Cosmic Ensemble
- 6:15 P.M.—Marta Dulac, Soprano
- 6:45 P.M.—"Question Box"
- 7:00 P.M.—"Starlight Hour"
- 7:30 P.M.—"Family Bonds"
- 7:45 P.M.—"Meet the Composer"

265 M.—WOV—1130 Kc.

- 8:15 A.M.—Financial Talk
- 8:30 A.M.—Trio Royale
- 8:45 A.M.—Morning Song
- 9:00 A.M.—Musical Clock
- 9:15 A.M.—Tune Tunes
- 9:30 A.M.—Modern Living
- 10:00 A.M.—Housewives' Gym Class
- 10:15 A.M.—Fur Trappers
- 10:45 A.M.—Mons. Sakele
- 11:00 A.M.—Maytime Music
- 11:20 A.M.—Violin Solo
- 11:45 A.M.—Saxey Joe Katz—Sax Solo
- 12:00 N.—Your Health
- 12:15 P.M.—George Barnard
- 12:30 P.M.—Nick Kenny
- 12:45 P.M.—Popular Tunes of Merit
- 1:15 P.M.—De Santis Trio—Chamber Music
- 1:30 P.M.—Larry Odell, Tenor
- 1:45 P.M.—Blue Boy
- 2:00 P.M.—Fuzzy and His Knights
- 2:30 P.M.—Medora Garofalo, Soprano
- 2:45 P.M.—Personal Problems
- 3:00 P.M.—News Flashes
- 3:15 P.M.—Trio
- 3:45 P.M.—City Free Employment
- 4:00 P.M.—WOV Playhouse
- 4:30 P.M.—Marion Brock—Soprano
- 4:45 P.M.—Singing Troubadour
- 4:55 P.M.—Financial Talk
- 5:00 P.M.—Thrilling Duo
- 5:15 P.M.—Irvée Cone
- 5:30 P.M.—Fur Paraders

254 M.—WGBS—1180 Kc.

- 7:00 A.M.—Musical Clock
- 8:00 A.M.—News Flashes
- 9:00 A.M.—Wake-up Club
- 8:45 A.M.—Rogers Radio Bazaar
- 9:00 A.M.—Dagmar Perkins Morning Moods
- 9:30 A.M.—Trio Royale
- 9:45 A.M.—"Lucky Girl"—dramatic story
- 10:00 A.M.—Hit of the Week Program
- 10:15 A.M.—Mountain Music
- 10:30 A.M.—Ethel Wachs—blues
- 10:45 A.M.—Gems from Operas
- 11:00 A.M.—Edyth Burley—songs
- 11:15 A.M.—Giuseppe Orlando—baritone
- 11:30 A.M.—"Dogs" talk by Daisy Miller
- 11:45 A.M.—The Crocyden Trio
- 12:15 P.M.—"Good Times Are Coming"
- 12:30 P.M.—Carl Schavitz—violinist
- 12:45 P.M.—Leona Lavigne—soprano
- 1:00 P.M.—Melody Makers Orchestra
- 2:00 P.M.—Golden Hour from Estey Studio
- 3:00 P.M.—James Ashwell, New Yorker
- 3:15 P.M.—Afternoon Musicale
- 4:00 P.M.—Italian Folk Songs
- 4:15 P.M.—Ann Gold, readings
- 4:30 P.M.—Pauline Buggs
- 4:45 P.M.—"Weight Reduction"
- 5:00 P.M.—Tracey Condon, "The Gay Lothario"
- 5:15 P.M.—Johnny Blue and His Blue Boys
- 5:45 P.M.—"Him and Her"—sketch
- 6:00 P.M.—Radio Digest—Tom Curtin
- 6:15 P.M.—Alfred Wertheim—violinist
- 6:30 P.M.—Living Americans' Music Hour

230.6 M.—WHPA—1300 Kc.

- 12:00 N.—Luncheon Music
- 1:00 P.M.—Variety Music
- 1:15 P.M.—Protestant Readings
- 1:45 P.M.—Music

222 M.—WMSG—1350 Kc.

- 12:00 N.—Sally Morton—Blues
- 12:15 P.M.—John Dundon—Tenor
- 12:30 P.M.—Selma Hayman—Soprano
- 12:45 P.M.—Parents' Forum
- 1:00 P.M.—Lillian Brandon—Soprano
- 1:15 P.M.—John Warren—Tenor
- 1:30 P.M.—Eva Connell
- 1:45 P.M.—Simeon Sabre—Baritone
- 2:00 P.M.—Lillian Thums—Soprano
- 2:15 P.M.—James McDonough—Baritone
- 2:30 P.M.—Studio Presentation
- 2:45 P.M.—Prof. La Vergne—French Lessons

NOTE: Which would you prefer—programs listed as above, or according to the hour? Please write your preference to Program Editor, Radio Guide, 475 Fifth Avenue, New York.

SPECIALS FOR TODAY

4:30 P.M. . . WABC—Education Week Program

6:40 P.M. . . WJZ —Grantland Rice speaks for Unemployment Relief

7:15 P.M. . . WOR —Inside Stuff—A newspaper sketch

10:00 P.M. . . WABC—H. I. Phillips Master of ceremonies —Rob't Burns Hour

- 10:00 A.M.—College Capers
- 10:15 A.M.—Beatrice Mabie—beauty talk
- 10:30 A.M.—Our Daily Food—talk, Col. Goodbody
- 10:45 A.M.—Ford and Wallace
- 11:00 A.M.—Mrs. A. M. Goudiss
- 11:15 A.M.—Syncopators
- 11:30 A.M.—Singing Strings
- 11:45 A.M.—Jill and Judy
- 12:00 N.—Vocal Varieties
- 12:15 P.M.—Pat Barnes in Person—Swift & Co. Program

- 12:30 P.M.—National Farm and Home Hour
- 1:30 P.M.—Mid-day Musicale
- 2:00 P.M.—Mrs. Julian Heath
- 2:15 P.M.—Weather Reports
- 2:30 P.M.—Tuneful Times
- 2:30 P.M.—George Simons
- 2:45 P.M.—Piano Moods
- 3:00 P.M.—Organ Melodies
- 3:15 P.M.—Current Events
- 3:30 P.M.—The Three Doctors
- 3:45 P.M.—Chicago Serenaders
- 4:00 P.M.—Syncopators
- 4:15 P.M.—Charles Scheuermans
- 4:45 P.M.—Maze of Melody
- 5:00 P.M.—Chats with Peggy Winthrop—Lever Bros. Program
- 5:15 P.M.—Ivy Scott, soprano
- 5:30 P.M.—Jeddo Highlanders
- 5:45 P.M.—Little Orphan Annie—Wonder Co. Program
- 6:00 P.M.—Raising Junior — Wheatena serial
- 6:15 P.M.—Peter van Steeden's Orchestra
- 6:40 P.M.—Unemployment Relief Committee—Grantland Rice.
- 6:45 P.M.—Literary Digest Topics
- 7:00 P.M.—The Pepsodent Program—Amos 'n' Andy
- 7:15 P.M.—Tastyest Jesters
- 7:30 P.M.—Phil Cook—the Quaker Man
- 7:45 P.M.—Waves of Melody
- 8:00 P.M.—Archer Gibson—Organist
- 8:30 P.M.—Death Valley Days—Pacific Coast Borax Program
- 9:00 P.M.—Maytag Orchestra
- 9:30 P.M.—Musical Dominoes
- 10:00 P.M.—Gold Medal Express
- 10:30 P.M.—Chesebrough Real Folks
- 11:00 P.M.—Slumber Music
- 11:30 P.M.—Russ Columbo
- 11:45 P.M.—Lew White Organ Recital
- 12:00 M.—Mildred Bailey and Jesters
- 12:15 A.M.—Henry Tobias and his Orchestra

370 M.—WPCH—810 Kc.

- 9:00 A.M.—Southern Canary
- 9:15 A.M.—Piano Poetics—Rose Saffin
- 9:30 A.M.—Program Resume
- 9:35 A.M.—The Early Birds
- 10:00 A.M.—Cousin Lillian with the Kiddies
- 10:15 A.M.—Monsieur Sakele
- 10:30 A.M.—Dental Talk
- 10:45 A.M.—The Friendly Troubadour
- 11:00 A.M.—A Lesson In French

- 4:30 P.M.—Education Week Program
- 5:00 P.M.—Cafe De Witt Orchestra
- 5:30 P.M.—Uncle Ollie and his Kre-mel gang
- 5:45 P.M.—The Candy Program—Brooks and Ross—"The Crooning Kentucky Colonels" with Frank Westphal's Orchestra from Chicago

- 6:00 P.M.—Current Events—H. V. Kaltenborn. Courtesy S. W. Straus & Co.
- 6:15 P.M.—Thomas L. Chadbourne Talk
- 6:30 P.M.—Don Bigelow's Yoeng's Orchestra
- 6:45 P.M.—Miss & Dunn
- 7:00 P.M.—Art and Marge—Wrigley Program
- 7:15 P.M.—Jimmie Presents Bing Crosby
- 7:30 P.M.—The Boswell Sisters—Baker Chocolate Program
- 7:45 P.M.—The Camel Quarter-Hour—Morton Downey, Anthony Wons
- 8:00 P.M.—The Columblans.
- 8:15 P.M.—Singing Sam, the Barbasol Man
- 8:30 P.M.—La Palina Presents Kate Smith and Her Swanee Music
- 8:45 P.M.—Manhattan Serenaders
- 9:00 P.M.—Pompeian Make-Up Box
- 9:15 P.M.—Howard Barlow
- 9:30 P.M.—Bourjois—An Evening in Paris
- 10:00 P.M.—Robert Burns Panatela Program —H. I. Phillips, Master of Ceremonies

- 10:30 P.M.—Toscha Seidel, Violinist, with Concert Orchestra
- 11:00 P.M.—Leon Belasco's Orchestra
- 11:15 P.M.—Street Singer
- 11:30 P.M.—Cuban Biltmore Orchestra
- 11:45 P.M.—Eric Madrigura's Cuban Biltmore Orchestra
- 12:00 M.—Ben Bernie's Master of Ceremonies Orchestra
- 12:30 A.M.—Park Central Orchestra
- 1:00 A.M.—Hotel Edison Orchestra
- 1:30 A.M.—Dave Abrams' Barn Orchestra

297 M.—WHN—1010 Kc.

- 1:30 P.M.—Y. M. C. A.
- 1:45 P.M.—Miss Marantz Presents
- 2:00 P.M.—Harry Fields, Musical Bachelors
- 2:30 P.M.—Physical Culture
- 2:45 P.M.—Edward Convey, Songs
- 3:00 P.M.—The Nobby Players
- 3:30 P.M.—Lita Sisters, Violin and Piano
- 3:45 P.M.—La Scala Trio
- 4:10 P.M.—"Garden Hints"
- 4:15 P.M.—Charloe Day, Songstress
- 4:30 P.M.—Freddy Goode, Baritone
- 4:45 P.M.—Miss Singalong
- 5:00 P.M.—Michel Dedovitch, Tenor
- 5:15 P.M.—Ethel Tozier Hardy

The Editor's Mail Box

(A column devoted to answers to queries from readers pertaining to radio, radio artists and kindred subjects.)

• **ARTHUR W. LAMMIS**, Brooklyn: Rudy Vallee was married to Fay Webb on July 6, 1931. He was married once before, but it was annulled.

• **MISS F. H.**, New Rochelle: Almost any radio station will arrange for an audition for you, but unless your offering is unique, your chances of immediate booking are small. Yes, they'll furnish a pianist.

• **R. M. LONBERG**, Brooklyn: If you have a song, music publishers will demand a harmony lead sheet before they'll consider it. Copyrighting it is advisable, but not essential. No, you can't copyright titles or lyrics, but if you're a member, the American Society of Composers, Authors and Publishers will register them for you.

• **MRS. J. N. LIEB**, Bay Ridge: Write the commercial sponsors. If the broadcast isn't private, they'll probably send you guest cards.

• **FRANK, J. R.**, New York: You're too personal, but the next time we see Rudy we'll ask him, anyway.

• **MISS DEMAREST**, New York: Almost every artist reads his fan mail, but many hire secretaries to reply. You couldn't expect personal notes, when they receive letters like yours by the thousands

• **J. H. N.**: Nobody's ever estimated the actual figures, but we'd say that about seventy per cent of the music you hear on the air is of the popular variety. . . . The biggest sheet music sellers of all time were Till We Meet Again and Missouri Waltz. They sold in excess of two million copies each.

Radio Guide

Advertising Rates (Effective October 19, 1931)

General Advertising

Per agate line, New York Edition..flat 12½c.
Rates based on a guaranteed average net paid circulation of 25,000 (New York edition only) for nine issues dated weeks ending November 7, 1931 to January 2, 1932 inclusive. Orders for advertising at these rates accepted only for insertion in issues issued during the balance of 1931, ending with issue on sale December 25, 1931 and dated "Week ending January 3, 1932".

Mechanical Requirements

Pages are 4 columns wide by 200 agate lines deep—800 agate lines to the page.
1 page (800 lines) 9½ x 14¼ inches
1 column (200 lines) 2¼ x 14¼ inches
2 columns (400 lines) 4¾ x 14¼ inches
3 columns (600 lines) 7 x 14¼ inches
Halftones 100 Screen.

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Radio Guide

475 Fifth Ave., New York, N. Y.
Telephone: LExington, 2-4131

MIKE-O-GRAPHS

By NONA BENNET

• **ROBERT C. HARING**—one wide look. The Modern Orchestra Specialist . . . intimately known as "The Big Man With the Big Smile."

Credit Montclair, N. J. for his birthplace.

The date . . . you'll never guess it . . . August 21st, 1896.

Yes sir, that's right. Looks older though. Declares it's because of his long face, which starts at his chin and ends at the middle of his head.

Is the one man in captivity who regards his bald head as an asset.



BOB HARING

The "C" in his name is for Cotterill. He inherited it. No one dares call him that except his mother. She calls him "Cot". Everyone else calls him "Bob".

Has conducted more orchestras than any man in the country.

For years was musical director of Brunswick Recording Studios.

Has recorded all the famous stars.

When he sits in his swivel chair in his office . . . he clasps his hands across his vest and gently rocks back and forth. He probably had lots of lullaby practice.

Is only musician in his entire family.

Spent many years out west . . . writing for a newspaper. Still contributes to one in England and a paper out west.

Is a fatalist . . . this happened right after he emerged from a serious accident unscathed. Decided the breaks were all recorded in that famous index book . . . so what the hell!

Is almost as corpulent as White-man . . . and is proud of it.

Carries a cane . . . no one bothers him about it either.

Collects shot-guns, rifles, pistols . . . anything novel in artillery. Would have a cannon in the house but is afraid he wouldn't be able to shoot it off.

Wanted to conduct in a theatre as a child . . . when he had accomplished that he decided to conduct a dance orchestra. With the fulfillment of each ambition, he thinks up another one. This keeps him in good trim.

Has a mania for mystery stories. Retires with visions of new murder methods. But they don't bother his sleep.

Is passionately fond of the movies . . . would go every night if he could. Will often go during the day, between rehearsals.

When he conducts, his right knee keeps the tempo—it's called his rhythmic knee.

Is known as the best conductor to watch broadcast.

Is fond of blondes, brunettes and red heads.

His wife is a brunette . . . she is practically his right hand.

He adores her . . . they're known as the happiest couple on the air.

Guess where he goes when he is not conducting?

No! Wrong! Right out to his farm at Barryville where he ploughs a mean potato patch.

Is often called the "man from the South" . . . sure, he always has a big cigar in his mouth.

He chews his "Seegars" too.

Has his own moving picture machine. When you visit his home he burns out at least three bulbs showing all his reels.

If he is too busy to sleep . . . he eats five meals a day . . . this, he says, takes the place of sleep.

Has the best disposition of anyone in the profession.

Musicians are keen on working for him. They have a lot of fun.

Has brown eyes, round face and very little hair . . . and a smile that's famous.

Friendly, kind, give you anything. That's one reason Jean Haring takes care of the finances.

His ten year old son is the apple of his eye.

Taught him to conduct. Buddy directed 200 children in school. Was so thrilled, he came home and informed his Dad he believed he would get along in the world.

Makes a friend an hour.

Doesn't believe in first impressions. Just likes everyone right away . . . then hopes it will last.

Can sleep anywhere at anytime . . . day or night.

Has two Buick cars and drives like fury.

Not a bit nervous.

It is a legend that he is never cross or annoyed.

Has just completed a series of Good-year Dance Programs . . . is now the maestro of Baker Bar . . . and watch his dust, for it is predicted that within a year he will be one of radio's outstanding conductors.

The Paul Sisters

• The Paul Sisters, Julia and Ruth, popular harmonizing team are heard with Phil Spitalny's orchestra during the Tea Dansante programs every day except Saturday and Sunday over WEAJ from 4:30 to 4:45 P. M.



PAUL SISTERS

RADIOODDITIES

• **ALICE JOY**, Reynold Company's minstrel girl, began her new program series on her birthday.

• **WAYNE KING**, NBC "ork pilot," just purchased a 640-acre farm in northern Wisconsin. This is his second real estate venture in a few weeks. He recently leased a mansion in Highland Park, Chicago's exclusive suburb. And Wayne is a bachelor!

• **ANN LEAF**, Columbia's premier organist, wrote her theme song over a year ago and is still looking for a title.



ANN LEAF

• **RAY PORTER**, who does dialect parts on the March of Time, is a conscientious student of foreign art.

• **JOLLY BILL** and **JANE**, Cream of Wheat's happy team, never use a script in their broadcasts.

• **RAY PERKINS**, NBC'S jester, master of ceremonies and philosopher, christened his airplane "Peacock" because it has wings and struts!

• **LEE MORSE**, the little southern girl with the southern voice heard over NBC networks, once was a choir singer in Kooski, Idaho, where her father served as a minister.

• **BEN BERNIE**, good old Blue Ribbon Malt's own not so old maestro, smokes twenty long black cigars each day.

• **GUY LOMBARDO** personally attends to the symphonic lighting effects in the Roosevelt Grill. He claims that the color harmonies must check with the tuneful ones.

• **WALTER WINCHELL**, Gerardine's air-waver, always feels miserable when on the air, unless his secretary, Ruth Cambridge is in the control room.

• **BILL MUNDAY**, the Georgia drawl, and **ARTHUR McNULTY**, another football commentator, enroute to a recent football game picked fourteen winners out of a possible fifteen. The only game they failed to predict correctly was the contest they later announced.

• **VAUGHN DE LEATH**, NBC contralto, witnesses the Passion Play at Oberammergau every year.

• **DON BALL**, CBS announcer, makes a face every time anyone calls him Donald.

PROGRAM FOR TUESDAY, NOVEMBER 10th

526 M.—WNYC—570 Kc.

11:00 A.M.—Correct Time
 11:05 A.M.—Retail Food Prices
 11:20 A.M.—Dept. of Public Markets
 11:35 A.M.—Gladys Walsh—Pianist
 11:45 A.M.—Department of Health
 11:55 A.M.—Daily Message
 6:00 P.M.—Correct Time, Police Reports
 6:01 P.M.—Prelude
 6:05 P.M.—Jewish Welfare League
 6:15 P.M.—Ann Starke—Songs
 6:30 P.M.—Italian Lessons
 7:00 P.M.—G. Sebastiani, "Italian Songs"
 7:15 P.M.—Department of Health
 7:30 P.M.—Correct Time, Police Alarms
 7:35 P.M.—WNYC Air College
 8:15 P.M.—Veterans of Foreign Wars
 8:45 P.M.—W. Orton Tewson
 8:55 P.M.—Ninth Regiment Band

526 M.—WMCA—570 Kc.

8:00 A.M.—The Phantom Organist
 8:15 A.M.—Three Early Birds
 8:30 A.M.—Organ Reveille
 8:45 A.M.—Harry Glick's Gym Class
 9:00 A.M.—Monsieur Sakele
 9:15 A.M.—Orphan Children Program
 9:30 A.M.—Modern Living
 10:00 A.M.—Morning Glories
 10:15 A.M.—Tuneful Topics
 10:30 A.M.—Namm's Program
 10:45 A.M.—Tuneful Topics
 12:00 N.—Mid-day Message
 12:15 P.M.—Phillips String Ensemble
 12:30 P.M.—W. T. Stock Quotations
 1:00 P.M.—Al King and his Orchestra
 1:30 P.M.—Luncheon Musicale
 2:00 P.M.—Bide Dudley's Dramatic Review
 2:05 P.M.—The Warwick Sisters—Harmony
 2:15 P.M.—Mirror Reflections
 2:30 P.M.—The Viennese Lover—Fred Starr
 2:45 P.M.—Jack Filman, sport chat
 3:00 P.M.—Autumn Scenes
 3:30 P.M.—Drifting Down The Rhine
 4:00 P.M.—Musical Moments
 4:15 P.M.—A Cloyd Gill Says—
 4:30 P.M.—The Phantom Organist
 5:00 P.M.—Sally Entertainers
 5:30 P.M.—Quaker Puzzle Man
 5:35 P.M.—The Heart Breaker
 5:45 P.M.—Red Devils, with Junior Smith
 9:30 P.M.—Uniform Firemen Program
 10:00 P.M.—Success Interview
 10:05 P.M.—Organ Musicale
 10:15 P.M.—Voice of Labor
 10:30 P.M.—Three Little Sacks
 10:45 P.M.—Three Night Caps
 11:00 P.M.—Sleepy Time Club
 11:30 P.M.—Bob Lightner and his Orchestra
 12:00 M.—Bide Dudley's Dramatic Review
 12:05 A.M.—Florence Richardson Orchestra
 12:35 A.M.—Paul Vincent and Orchestra
 1:00 A.M.—Coon-Sanders Orchestra—New Yorker Hotel
 1:30 A.M.—Dave Abrams' Orchestra

454 M.—WEAF—660 Kc.

6:45 A.M.—Tower Health Exercises
 8:00 A.M.—Gene and Glenn—Quaker Early Birds
 8:15 A.M.—Morning Devotions
 8:30 A.M.—Cherrio
 9:00 A.M.—Morning Glee Club
 9:15 A.M.—Tom Waring's Troubadours
 9:45 A.M.—Our Daily Food, Col. Goodbody
 10:00 A.M.—Mrs. Blake's Radio Column
 10:15 A.M.—Breen and de Rose
 10:30 A.M.—Socony Program
 10:45 A.M.—Morning Serenaders
 11:00 A.M.—"Your Child"
 11:15 A.M.—Radio Household Institute
 11:30 A.M.—Mariani and his Marionettes
 12:00 N.—General Electric Home Circle
 12:15 P.M.—Black and Gold Room Orchestra
 1:00 P.M.—Market and Weather Reports
 1:15 P.M.—Classic Varieties
 2:00 P.M.—Hotel New Yorker Orchestra
 2:30 P.M.—Dorothy Daubel, pianist
 2:45 P.M.—"Jury Service for Women"
 3:00 P.M.—Woman's Radio Review
 4:00 P.M.—Magic of Speech
 4:30 P.M.—Phil Spitalny—Tea Dansante
 5:00 P.M.—The Lady Next Door
 5:30 P.M.—Rinso Talkie
 5:45 P.M.—Rex Cole Mountaineers
 6:00 P.M.—Waldorf-Astoria Orchestra
 6:30 P.M.—Vaughn de Leath
 6:45 P.M.—Swift Program
 7:00 P.M.—Mid-week Federation Hymn Sing
 7:30 P.M.—Prince Albert Quarter Hour
 7:45 P.M.—The Goldbergs—"Pepsodent Program"
 8:00 P.M.—Blackstone Plantation—John Philip Sousa and his Band
 9:30 P.M.—The Fuller Man
 10:00 P.M.—"Lucky Strike Dance Hour"
 11:00 P.M.—Lee Morse
 11:15 P.M.—Jesse Crawford
 11:30 P.M.—Jack Denny and his orchestra
 12:00 M.—Rudy Vallee
 12:30 A.M.—Waldorf-Astoria Dance Orchestra

422 M.—WOR—710 Kc.

6:45 A.M.—Gym Classes
 8:00 A.M.—Al Woods
 8:15 A.M.—Mr. & Mrs. Reader
 8:30 A.M.—Martha Manning
 8:45 A.M.—Musical Novelties
 9:00 A.M.—Miss Cath'rine 'n' Calliope
 9:30 A.M.—Alice Foote MacDougall
 9:45 A.M.—Songs—Allen Meaney
 10:00 A.M.—McCann Pure Food Hour
 11:00 A.M.—Sunbeam Common Sense
 11:15 A.M.—The Happy Vagabond
 11:30 A.M.—Gouddis—School of Cooking
 11:45 A.M.—College Art Assn. Series
 12:00 N.—Journal of the Air
 12:15 P.M.—Economy Program
 12:20 P.M.—Fashion & Posture
 12:30 P.M.—Maurer's Concert Ensemble
 1:00 P.M.—Midday Diversions
 1:30 P.M.—Occasional Rarebits
 2:00 P.M.—Current Events
 2:15 P.M.—John W. Lamont, baritone
 2:30 P.M.—Italian Lessons
 2:45 P.M.—Poet of the Uke
 3:00 P.M.—Ariel Ensemble
 3:30 P.M.—Newark Museum
 3:45 P.M.—Erin's Isle
 4:15 P.M.—Marguerite Valentine, pianist
 4:30 P.M.—Rainbow Trail
 4:57 P.M.—Program Resume
 5:00 P.M.—Kathleen Gordon, Songs
 5:05 P.M.—V. E. Meadows Beauty Talk
 10 P.M.—Gladys Petch

5:25 P.M.—Jones Beach Talk
 5:30 P.M.—Y. M. C. A. String Trio
 5:44 P.M.—Aunt Betty's Toy Shop
 5:59 P.M.—Weather Report
 6:00 P.M.—Uncle Don
 6:30 P.M.—Journal of the Air
 6:45 P.M.—To be Announced
 7:00 P.M.—Hebrew Melodies
 7:15 P.M.—"So This Is Love"
 7:30 P.M.—Famous Beauties of History
 7:45 P.M.—The Eligible Bachelor
 8:00 P.M.—Maxwell House Dixie Ensemble
 8:30 P.M.—Musical Chronicles
 9:00 P.M.—Brusiloff's Recording Orchestra
 9:15 P.M.—Blue Cocktail Party (male quartet)
 9:30 P.M.—Eddy Brown, violinist and miniature Symphony Orchestra
 10:15 P.M.—The Jolly Russians
 10:45 P.M.—Globe Trotter
 11:00 P.M.—Time, Weather Report
 11:03 P.M.—Dance Orchestra
 11:30 P.M.—Moonbeams

395 M.—WJZ—760 Kc.

7:30 A.M.—A Song for Today
 7:45 A.M.—Jolly Bill and Jane—Cream of Wheat Program
 8:00 A.M.—On the 8:15
 8:15 A.M.—Sunbirds
 8:30 A.M.—Bissell Pick-Ups
 8:45 A.M.—Sunbirds
 9:00 A.M.—Tom Brennie
 9:15 A.M.—Popular Bits
 9:30 A.M.—"Beautiful Thoughts"
 9:45 A.M.—Miracles of Magnolia
 10:00 A.M.—Morning Glories
 10:15 A.M.—Dance Miniature
 10:30 A.M.—Our Daily Food—talk, Col. Goodbody
 10:45 A.M.—Mystery Chef—R. B. Davis Program
 11:00 A.M.—Forecast School of Cookery
 11:15 A.M.—Blue Blazers
 11:30 A.M.—Through the Looking Glass
 11:45 A.M.—Jill and Judy
 12:00 N.—Vocal Varieties
 12:15 P.M.—Pat Barnes in Person—Swift Co. Program
 12:30 P.M.—National Farm and Home Hour
 1:30 P.M.—Mid-day Musicale

SPECIALS FOR TODAY

4:00 P.M. . . WJZ —"The Unknown Soldier"

4:15 P.M. . . WABC—Headlines Omitted—A Red Cross Drama.

9:30 P.M. . . WOR —Miniature Symphony Concert

10:00 P.M. . . WJZ —Address of Hon. James M. Beck, Pennsylvania Board of Trade.

2:00 P.M.—Mrs. Julian Heath
 2:15 P.M.—Weather Reports
 2:20 P.M.—Tuneful Times
 2:30 P.M.—"The Story of Bad Osomonde"
 2:45 P.M.—Princess Obolensky—Affiliated Products Co. Program
 3:00 P.M.—Music in the Air
 3:30 P.M.—The Three Docto
 3:45 P.M.—Chicago Serenad
 4:00 P.M.—Syncopators
 4:15 P.M.—Waltzing
 4:30 P.M.—"The Unknown Soldier"
 5:00 P.M.—Maltine Story Program
 5:30 P.M.—Al and Pete
 5:45 P.M.—Little Orphan Annie—Wonder Co. Program
 6:00 P.M.—Raising Junior — Wheatena serial
 6:15 P.M.—Rameses Program
 6:30 P.M.—Savannah Liners Orchestra
 6:45 P.M.—Literary Digest Topics
 7:00 P.M.—The Pepsodent Program—Amos 'n' Andy
 7:15 P.M.—Gayettes Program
 7:30 P.M.—Phil Cook—the Quaker Man
 7:45 P.M.—Back of the News in Washington
 8:00 P.M.—Armstrong Quakers
 8:30 P.M.—Heel Hugger Harmonies
 8:45 P.M.—Sisters of the Skillet—Proctor & Gamble Program
 9:00 P.M.—Household Finance Program
 9:30 P.M.—Great Personalities—N. Y. Life Insurance Co. Program—Guest speaker Frazer Hunt, Author, interviewer and War Correspondent
 10:00 P.M.—Address by Congressman James M. Beck of Pennsylvania before the Board of Trade
 10:30 P.M.—Clara, Lu and Em—Colgate-Palmolive Program
 10:45 P.M.—Paris Night Life — Affiliated Products Program
 11:00 P.M.—Slumber Music
 11:30 P.M.—Russ Columbo
 11:45 P.M.—Dream Pictures
 12:15 A.M.—Paul Whiteman and his Orchestra

370 M.—W PCH—810 Kc.

9:00 A.M.—Southern Canary
 9:15 A.M.—Morning Cheer—Bob White
 9:30 A.M.—Program Resume
 9:35 A.M.—The Early Birds
 10:00 A.M.—Backyard Serenaders
 10:15 A.M.—Monsieur Sakele
 10:30 A.M.—The Morning Musicale
 11:00 A.M.—Bits From Life
 11:15 A.M.—Songs for You
 11:30 A.M.—Organ Recital
 11:45 A.M.—The Vagabond—Joseph Moran
 12:00 N.—Maritime News

12:05 P.M.—Charles Pallateri
 12:15 P.M.—Prunella and Penelope
 12:30 P.M.—Luncheon Music
 1:00 P.M.—"In A Music Box"
 1:30 P.M.—Nod and Ted
 1:45 P.M.—Highlights of Sports
 2:00 P.M.—Sweethearts of Radioland
 2:15 P.M.—Two Genial Madmen
 2:30 P.M.—A Boy and A Girl
 2:45 P.M.—Piano Nifties
 3:00 P.M.—Mirror Reflections
 3:15 P.M.—Spreading Happiness
 3:30 P.M.—Stock Quotations
 3:50 P.M.—Organ Recital
 4:00 P.M.—Mirrors of Melody
 4:30 P.M.—Two Singing Pianists
 5:00 P.M.—Harmonica Quartette
 5:15 P.M.—Sweet and Lovely—Bert Howel
 5:30 P.M.—The Visitors—Lily and Guy
 5:45 P.M.—Captain Joe's Stories
 6:00 P.M.—Real Radio Servicemen

348.6 M.—WABC—860 Kc.

7:30 A.M.—Organ Reveille
 8:00 A.M.—Morning Devotions
 8:15 A.M.—Something for Everyone
 9:00 A.M.—The Commuters
 9:30 A.M.—Tony's Scrap Book
 9:45 A.M.—Morning Minstrels
 10:00 A.M.—Grant, Graham and Coughlin
 10:15 A.M.—Melody Parade
 10:45 A.M.—Columbia Mixed Quartet
 11:00 A.M.—"The Family Nurse"
 11:15 A.M.—"Stories Flowers Tell"
 11:30 A.M.—Vocal Art Trio
 11:45 A.M.—Stage and Screen Stars
 12:00 N.—Yoeng's Orchestra
 12:30 P.M.—Columbia Revue
 1:00 P.M.—Pabst-ett Varieties
 1:15 P.M.—Hotel Taft Orchestra
 1:30 P.M.—Savoy Plaza Orchestra
 2:00 P.M.—Musical Americana
 2:30 P.M.—American School of the Air
 3:00 P.M.—Columbia Salon Orchestra
 3:30 P.M.—Houston Ray and His Orchestra
 4:00 P.M.—Miriam Ray
 4:15 P.M.—Headlines omitted. Script Act by American Red Cross
 4:30 P.M.—Ten Eyck Hotel Orchestra
 5:00 P.M.—Frank Ross, Songs

297 M.—WENY—1010 Kc.

9:30 A.M.—Harry Glick's Class
 10:15 A.M.—William A. Woodbury
 10:30 A.M.—Organ Recital
 11:00 A.M.—Recorded Program
 11:15 A.M.—"Personality"
 11:30 A.M.—Songs
 11:45 A.M.—Garden Talk
 12:00 N.—Luncheon Music
 12:30 P.M.—Luncheon Music
 1:00 P.M.—N. Y. Evening Air Post
 1:20 P.M.—Transcontinental Air News
 5:30 P.M.—Hernan Rodriguez—Guitarist
 5:45 P.M.—Vladzia Mashka—Pianist
 6:00 P.M.—"The Arrow and the Song"
 6:15 P.M.—N. Y. Stock Quotations
 6:30 P.M.—Announcements with records
 6:50 P.M.—Wrestlers Interviewed
 7:00 P.M.—Jewish Program
 8:00 P.M.—Dick's Corsonians
 8:30 P.M.—Authors' Symposium
 8:45 P.M.—American Folk Singers
 9:00 P.M.—Erin's Isle Orchestra
 9:30 P.M.—Gene Kardos' Dance Music
 10:00 P.M.—Don Carlos' Marimba Band
 10:30 P.M.—Filipino Stompers

272.6 M.—WLWL—1100 Kc.

6:00 P.M.—Melody Gems—Halsey Mohr
 6:15 P.M.—Vincent Nola, Tenor
 6:30 P.M.—"Man in the Moon"
 6:45 P.M.—"Catholic Medical Missions"
 7:00 P.M.—Mexican and Spanish Program
 7:15 P.M.—"Candle Shadows"
 7:30 P.M.—"A Catholic Looks at the World"
 7:45 P.M.—Rudolph Forst, Violinist

265 M.—WOV—1130 Kc.

8:15 A.M.—Financial Talk
 8:30 A.M.—Trio Royale
 8:45 A.M.—Morning Song
 9:00 A.M.—Musical Clock
 9:15 A.M.—Tuney Tunes
 9:30 A.M.—Modern Living
 10:00 A.M.—Housewives' Gym Class
 10:15 A.M.—Fur Trappers
 10:45 A.M.—Mons. Sakele
 11:00 A.M.—Maytime Music
 11:30 A.M.—Readings, Dan Russell
 11:45 A.M.—Maye Kaye, Blues
 12:00 N.—Your Health
 12:15 P.M.—Evelyn Wald, Blues
 12:30 P.M.—Homer Mowe, Quartet
 12:45 P.M.—Popular Tunes of Merit
 1:15 P.M.—Personal Problems
 1:30 P.M.—E. A. Kohlenbeck—Baritone
 1:45 P.M.—Oral Hygiene
 2:00 P.M.—Johnny and Mel. Harmony
 2:15 P.M.—Jack Healy's Trio
 2:30 P.M.—Fuzzy and His Knights
 3:00 P.M.—News Flashes
 3:15 P.M.—Julia Bergamo, Soprano
 3:30 P.M.—Marcia Wallace, Blues
 3:45 P.M.—Boris Sasonoff—Baritone
 4:15 P.M.—Raymond Boyd—Tenor
 4:30 P.M.—Harold O'Sullivan, Tenor
 4:45 P.M.—Singing Troubadour
 4:55 P.M.—Financial Talk
 5:00 P.M.—Song Stories
 5:15 P.M.—Duke Selby, Uke and Song
 5:30 P.M.—Fur Paraders

254 M.—WGBS—1180 Kc.

7:00 A.M.—Musical Clock
 8:00 A.M.—News Flashes
 8:15 A.M.—Wake-up Club
 8:45 A.M.—Rogers Radio Bazaar
 9:00 A.M.—Dagmar Perkins Morning Moods
 9:30 A.M.—Trio Royale
 9:45 A.M.—"Lucky Girl"—dramatic story
 10:00 A.M.—Gregoire Franzell—"A Piano Interlude of Modern American Music"
 10:30 A.M.—Fred Steele "Songs of Yesterday"
 10:45 A.M.—"Your Handwriting" talk by Jane Redington
 11:00 A.M.—Nita O'Neill Edwards—Irish Traditional Songs
 11:15 A.M.—Arthur Weschler—songs
 11:30 A.M.—Margaret Dawning—songs at the piano
 11:45 A.M.—Bill Cutty and Joe Jenny—sketch
 12:00 N.—Lyceum of the Air, speaker
 12:15 P.M.—The Chopin Trio—luncheon music
 12:30 P.M.—Marcus Simpson "The Technique of Speech"
 12:45 P.M.—Marie Guion, contralto
 1:00 P.M.—Melody Makers Orchestra
 2:00 P.M.—Golden Hour
 3:00 P.M.—James Aswell, New Yorker
 3:15 P.M.—Afternoon Musicale
 4:00 P.M.—Teresa McGinity
 4:15 P.M.—Lavinia Darve—soprano
 4:30 P.M.—Thomas E. Parson, "Ball Room Dancing Simplified"
 4:45 P.M.—Krausemeyer's Broadcast
 5:00 P.M.—Children's Story
 5:15 P.M.—Y. W. C. A.
 5:45 P.M.—"Him and Her"
 6:00 P.M.—Duo-Arts—Harmony
 6:30 P.M.—Harriet Menken "The Theatre"
 6:45 P.M.—Living Americans' Music Hour

230.6 M.—WHAP—1300 Kc.

12:00 N.—Luncheon Music
 1:00 P.M.—Variety Musicale
 1:15 P.M.—Protestant Readings
 1:45 P.M.—Music
 4:00 P.M.—Music
 4:30 P.M.—"American Ideals"
 5:00 P.M.—Franklin Ford
 5:45 P.M.—Music

222 M.—WMSG—1350 Kc.

9:00 P.M.—Grace Geiger
 9:10 P.M.—Dunn Trio—Piano, Violin and Song
 9:20 P.M.—Jessie Fenner Hill Program
 9:35 P.M.—Leo Bartinique—Baritone
 9:45 P.M.—Sports Resume
 9:50 P.M.—Laura Belle Fallows—Soprano
 10:00 P.M.—William Coleman—Violinist
 10:10 P.M.—True Foster—Soprano
 10:20 P.M.—Samuel Sossin—Baritone
 10:30 P.M.—Brandels & Browne Program
 11:00 P.M.—Prof. Albert's Band

297 M.—WHN—1010 Kc.

1:30 P.M.—Quinton Redd, Popular Pianist
 1:45 P.M.—"How's Your Mouth?"
 2:00 P.M.—Harry Fields, Musical Bachelors
 2:30 P.M.—Mary Mayne, Soprano
 2:45 P.M.—Sonia Stungis, Perry Charles
 3:00 P.M.—Loew's Vaudeville Show
 3:15 P.M.—Janet Fields, Popular Program
 3:30 P.M.—Four Blackeyed Susans
 3:45 P.M.—Edith Snyder, Whistler
 4:00 P.M.—Showboat Boys
 4:15 P.M.—Gina Mario, Songs
 4:30 P.M.—Elaire Odare, Popular Program
 4:45 P.M.—Financial Topics—W. E. DeBary
 5:00 P.M.—Tommy King, Guitar and Songs
 5:15 P.M.—Agnes Dawson, Singer

297 M.—WPAP—1010 Kc.

11:00 P.M.—Society Serenaders
 11:30 P.M.—Hello New York
 12:00 P.M.—Studio Presentation

Bon Voyage—B. A. Rolfe!

• This is a farewell to a grand old man of the air, as well a batoneer as ever moved his stick to a "down-beat."

Of course we mean B. A. Rolfe, veteran ozone trouper, whose three-year old program came to an end on Saturday night, October 31.



B. A. ROLFE

Seven years of strenuous orchestral activity were beginning to tell on the portly maestro, and so he has decided to vacation abroad, under NBC auspices. Which means that, while in the foreign capitol, he'll inspect radio stations and their equipment. NBC further promises several short-wave European broadcasts, given by important Old World musical aggregations, with Rolfe at the helm.

B. A.'s career has been meteoric. Son of the famous Albert Rolfe, who, in the early roller skating days, organized one of America's first dance orchestras, he played piccolo in that outfit at the tender age of eight. The turn of the century found him the head of Rolfe Productions, Inc., a mammoth motion picture enterprise which produced the top-notch screen thrillers of the day, and which later became the Metro film concern. His project foundered, but soon after he engaged in the business of producing vaudeville units, and before long, he had sixty of them under his wing.

Too great a confidence in his associates bankrupted him once again, and, eight years later found him tooting a trumpet with the Vincent Lopez orchestra at the Pennsylvania Hotel. His remarkable virtuosity stood him in good stead, for, at a subsequent engagement at the Palace Theatre, B. A. "stole" the show.

This encouraged him to organize his own orchestra, which secured an engagement at the Palais D'Or, formerly the famous Palais Royal on Broadway. Here he played for several years, an NBC wire making for him hosts of friends. And so, when George W. Hill decided to exploit his cigarettes via the air waves, he decided almost immediately on the affable, genial and dignified man who had, himself, directed corporations and million-dollar enterprises in his day.

For three years, then, Rolfe functioned under American Tobacco Co. sponsorship, his fast tempos and revived music making for much pro and con discussion. Last summer, it was decided to vary the program, using fast and slow rhythms, and old and

new tunes. This practice continued until his most recent broadcasts.

Time and new generations demand changes, though, and so the Lucky Strike executives decided to try something new. Three dance programs weekly, that's the plan, with the gifted and popular Andy Sannella directing from New York, Wayne King from Chicago and Gus Arnheim from the Coast, each on different nights. In this connection, it is interesting to note that something unprecedented will be attempted.

While the other two units are broadcasting, the theme song, "Happy Days Are Here Again," will be played by the Sannella outfit, which will also "stand by" with a complete new program in the event of mechanical difficulty. It's Sannella's big break, and they're all glad he got it.

And B. A. was the first to wish him well when he learned that Andy had garnered the choice radio plum. And B. A., happily, leaves with a fortune that he's wisely accumulated, and with the best wishes of a million fans. It's safe to predict that, on his return, he'll continue to be a big factor in radio, as a television executive, perhaps, or as a sponsored star for another important commercial.

Godspeed and Bon Voyage, B. A.! You've been a credit to show business.

Laugh, Clown, Laugh

• Tom Brennie, whose one-man show "The Laugh Club", is heard daily excepting Sunday over WJZ, used to be known as "The Laughter" in the Hal Roach studios in Hollywood.

New Buick Program

The first of a new series of Sunday broadcasts, to be known as The Buick Program, will be heard over WEAJ network on November 8, from 9:45 to 10:15 P.M., with Frank Black directing a 34-piece orchestra.

Co-starring in the new Sunday series will be Countess Olga Albani, soprano, and a quartet, composed of James Melton and Lewis James, tenors; Phil Dewey, baritone and Wilfred Glenn, bass.

The programs, which will originate in the NBC New York studios, will include both songs and orchestral music from popular Broadway comedies and favorite ballads.



JAMES MELTON

Week's Best Radio Story

• From New Haven comes this priceless tale of a prize-fight, and a radio microphone.

The local favorite had been taking an unmerciful pounding, and when the ten scheduled rounds had been concluded, no one, you can be sure, was happier than he.

A local station's announcer was broadcasting the affair, and at its termination called the badly beaten home-town lad to the "mike," to say a few words.

Battered, wobbly and drunk with punches, the pugilist dizzily reached for the instrument, and with a far-away look in his puffed-up eyes, piped: "Hello, hello. Who wants me? Who's calling?"

Shortest Visit

• The shortest visit to Washington was made by H. V. Kaltenborn, who broadcasts news events for S. W. Strauss Company over WABC. Going into his office one morning, he was reminded by a telegram he found there, of a speech he was to make in Baltimore at 11:30 that morning. He just caught the fast Washington Air Express, but held it up while he tried to argue the pilot into stopping in Baltimore. It couldn't be done. So he wired ahead and had a plane waiting at the landing field in Washington. He got out of one plane and into another, making his visit total ninety seconds. He was only fifteen minutes late for his appointment.

Niagara Heard

• The Carborundum Hour, broadcasting over the Columbia Chain on Saturdays, celebrated its Fifth Anniversary, by transmitting on a short wave set located at Niagara, the roar of the great Falls themselves. The set was hooked-up with the CBS unit at Buffalo, and broadcast to the chain from there.

New Radio Discovery

• Edwin C. Hill, Veteran Newspaperman and Intimate of Personages Big in the Day's News, is one of the new discoveries of radio.

As "The Man in the Front Row" he chats each Thursday night about Presidents and Actresses, and Wizards of Finance or of Bridge. He is heard during the Hart, Schaffner and Marx Program which is carried over a large C.B.S. network.



EDWIN C. HILL

Celebrated Violinist

• Mary Eaton, whose violin solos are heard every Sunday from 9:30 to 9:45 A.M., over WEAJ, is the daughter of U. S. Representative Charles A. Eaton of New Jersey. Music critics have lauded her as a skilled musician.

Miss Eaton, whose violin was first heard over the air seven years ago, studied with Leopold Auer for four years, and has just returned to this country after two years of further study in Europe. She is now head of the violin department of the Fine Arts Institute in Plainfield, N. J., where she lives.

RADIO IN WAR

With the Sino-Japanese embroglio being fanned into flame, radio engineers, especially those who saw service in Signal Corps battalions during the last war, are turning their thoughts towards speculation on the uses that broadcasting will play in that and other conflicts of the future.

Reminiscing on the equipment used in the last great conflict always brings smiles. They chuckle when they think of their now antiquated equipment; of how many times the telescopic bamboo support of the antenna of their trench sets were shot down when they tried to communicate with the regimental or other post of command or of the enemy operators sitting on their keys to jam their signals.

Even now, experiments are going on in coding the garbled speech as an additional safeguard in emergencies of paramount importance.

It will be no uncommon thing to hear war birds talk with the forces on the ground. Gun fire and even the control of shells in flight will be directed by what will be "waves of death" instead of waves of entertainment that radio listeners now enjoy.

Wireless range finders, working on principles similar to sonic depth-finders at sea will give the location of targets with the exactitude of a surveyor's transit and in fact one needs but to read over applications for radio patents to discover an almost inexhaustible list of devices that can be adapted to war-time use.

Among the latter are radio-control boxes for almost every conceivable type of destructive engine invented by mankind, planes, tanks, torpedoes, mines and a host of others.

Many technicians declare that the last ten years have sounded the death knell of wire and telephones in battle areas and even believe that the teletype machines used so effectively in 1918 between army, corps and head-quarter commands will be connected by radio rather than lines.

It is generally agreed that war transmitters will operate on short wavelengths with automatic frequency changers included. This would automatically change the wavelength periodically, so that enemy forces would only get a part of any message and if "garbled" would be virtually impossible to decode.

PROGRAM FOR WEDNESDAY, NOVEMBER 11th

526 M.—WNYC—570 Kc.

11:00 A.M.—Correct Time, Police Reports
 11:05 A.M.—"Retail Food Prices"
 11:10 A.M.—Marston Ensemble
 11:20 A.M.—N. Y. Tuberculosis and Health Association
 11:35 A.M.—Marston Trio
 11:45 A.M.—Jewish Welfare Board
 11:55 A.M.—Daily Message
 6:00 P.M.—Correct Time, Aviation Reports
 6:01 P.M.—Prelude
 6:05 P.M.—"Bobby"
 6:15 P.M.—Joye Joestet—Children's Songs
 6:30 P.M.—Spanish Lessons
 7:00 P.M.—Nita Novi—Accordianist
 7:10 P.M.—WNYC Air College
 7:30 P.M.—Correct Time, Police Alarms
 7:35 P.M.—WNYC Air College
 7:55 P.M.—Musical Pastels—Trio—Soloist: George Childs—Contralto
 8:15 P.M.—Metropolitan Museum of Art
 8:30 P.M.—Adolph Lewisohn Chamber Music Concert

526 M.—WMCA—570 Kc.

8:00 A.M.—The Phantom Organist
 8:15 A.M.—Three Early Birds
 8:30 A.M.—Organ Reveille
 8:45 A.M.—Harry Gilck's Gym Class
 9:00 A.M.—Monsieur Sakele
 9:15 A.M.—Loughran Food Talk
 9:30 A.M.—Modern Living
 10:00 A.M.—Morning Glories
 10:15 A.M.—A. N. Serenaders
 10:30 A.M.—Namm's Program
 10:45 A.M.—Tuneful Topics
 12:00 N.—Mid-day Message
 12:15 P.M.—Gala Armistice Day Program—Directed by Norman Pearce
 2:00 P.M.—Bide Dudley's Dramatic Review
 2:05 P.M.—Pages of Broadway
 2:15 P.M.—Mirror Reflections
 2:30 P.M.—"Two Boys and a Girl"
 2:45 P.M.—Jack Filman, sport chat
 3:00 P.M.—"On Board the S. S. Radio"
 3:30 P.M.—A French Album
 4:00 P.M.—Musical Moments
 4:15 P.M.—Honolulu Beach Boys
 4:30 P.M.—The Phantom Organist
 5:00 P.M.—Sally Orchestra
 5:30 P.M.—Quaker Puzzle Man
 5:35 P.M.—Margaret Lane Beauty Etiquette
 5:45 P.M.—Red Devils with Junior Smith
 10:00 P.M.—Success Interview
 10:05 P.M.—Organ Musicale
 10:30 P.M.—Three Little Sacks
 10:45 P.M.—Dave Abrams' Orchestra
 11:00 P.M.—Marty Beck's Orchestra
 11:30 P.M.—Lew Dolgoff Orchestra
 12:00 M.—Bide Dudley's Dramatic Review
 12:05 A.M.—Bob Lightner Orchestra
 12:30 A.M.—Enoch Light Orchestra
 1:00 A.M.—Phil Romano Orchestra
 1:30 A.M.—Sleepy Time Club

454 M.—WEAF—660 Kc.

6:45 A.M.—Tower Health Exercises
 8:00 A.M.—Gene and Glenn—Quaker Early Birds
 8:15 A.M.—Morning Devotions
 8:30 A.M.—Cheerio
 9:00 A.M.—Morning Glee Club
 9:15 A.M.—Dr. Royal S. Copeland—"Sterling Products Co. Program"
 9:30 A.M.—Flying Fingers
 9:45 A.M.—Our Daily Food—Col. Goodbody
 10:00 A.M.—Mrs. Blake's Radio Column—Sisters of the Skillet
 10:15 A.M.—Jane Grant's Steero Program
 10:30 A.M.—Betty Crocker—General Mills Program
 10:45 A.M.—Wildroot Chat
 11:00 A.M.—Keeping Up With Daughter—Sherwin Williams' Program
 11:15 A.M.—Radio Household Institute
 11:30 A.M.—Mariani and his Marionettes
 12:00 N.—General Electric Home Circle
 12:15 P.M.—Black and Gold Room Orchestra
 1:00 P.M.—Market and Weather Reports
 1:15 P.M.—Henry Tobias and his Orchestra
 2:00 P.M.—"Child Study"
 2:15 P.M.—Golden Gems
 3:00 P.M.—Woman's Radio Review
 4:00 P.M.—Pop Concert
 4:30 P.M.—Phil Spitalny—Tea Dansante
 5:00 P.M.—The Lady Next Door
 5:30 P.M.—Sam Loyd, the Puzzle Man
 5:45 P.M.—Rex Cole Mountaineers
 5:45 P.M.—Breen and de Rose
 6:00 P.M.—Waldorf-Astoria Orchestra
 6:30 P.M.—"Ray Perkins, the Old Topper"
 6:45 P.M.—Swift Program
 7:00 P.M.—John Fogarty, tenor
 7:15 P.M.—The Campbell Orchestra
 7:30 P.M.—Prince Albert Quarter Hour
 7:45 P.M.—The Goldbergs—Pepsodent Program
 8:00 P.M.—Snoop and Peep
 8:15 P.M.—Ohman and Arden
 8:30 P.M.—Mobiloil Concert
 9:00 P.M.—Halsey Stuart Program—"Old Counsellor"
 9:30 P.M.—Palmyra Hour—Olive Palmer, soprano
 10:30 P.M.—Coco Cola—Bob Zuppke, football coach, University of Illinois, interviewed by Grantland Rice
 11:00 P.M.—"The Voice of Radio Digest"
 11:15 P.M.—Jesse Crawford
 11:30 P.M.—Vincent Lopez and his Orchestra
 12:00 M.—Lew Conrad's Orchestra
 12:30 A.M.—Paul Whiteman's Orchestra

422 M.—WOR—710 Kc.

6:45 A.M.—Gym Classes
 8:00 A.M.—Al Woods
 8:15 A.M.—Mr. & Mrs. Reader
 8:30 A.M.—Martha Manning
 8:45 A.M.—Musical Novelities
 9:00 A.M.—Miss Catharine Calliope
 9:30 A.M.—Cokery of Many Lands
 9:45 A.M.—Songs—Joseph Bier
 10:00 A.M.—McCann Pure Food Hour
 11:00 A.M.—Personality Plus—Marie Hale
 11:15 A.M.—The Happy Vagabond
 11:45 A.M.—Contempor Series
 12:00 N.—Dagmar Perkins
 12:15 P.M.—Journal of the Air
 12:20 P.M.—Economy Program
 12:20 P.M.—Music
 12:30 P.M.—Maurer's Concert Ensemble
 1:00 P.M.—Mid-day Diversions
 1:30 P.M.—Stanley Players
 2:00 P.M.—Helen King, graphologist
 2:15 P.M.—Giovanni Morelli, Tenor
 2:30 P.M.—Spanish Lessons
 3:45 P.M.—Mary Windsor, Soprano
 3:00 P.M.—Contract Bridge
 3:15 P.M.—Ariel Ensemble
 3:30 P.M.—Elks' Organ Recital
 4:00 P.M.—Jersey City Civic Program
 4:45 P.M.—"Books, Old & New."

4:57 P.M.—Program Resume
 5:00 P.M.—Fred Kinsley—Organ Recital
 5:25 P.M.—Jones Beach Talk
 5:30 P.M.—Julian Woodworth's Orchestra
 5:59 P.M.—Weather Report
 6:00 P.M.—Uncle Don
 6:30 P.M.—Journal of the Air
 6:45 P.M.—"Shooing the Blues Away"
 7:00 P.M.—Hebrew Melodies
 7:15 P.M.—Vincent Lopez and His Violinists
 7:30 P.M.—The Fireside Trio
 7:45 P.M.—Don Carney's Dog Chats
 8:00 P.M.—Bernhard Levitow's Ensemble Symphonique
 8:30 P.M.—Armistice Day Program
 9:15 P.M.—Blue Cocktail Party (Male Quartet)
 9:30 P.M.—Men of WOR, Merle Johnston
 10:00 P.M.—Fox Fur Trappers
 10:15 P.M.—Herbert's Diamond Entertainers
 10:45 P.M.—Globe Trotter
 11:00 P.M.—Time, Weather Report
 11:03 P.M.—Will Oakland's Orchestra
 11:30 P.M.—Moonbeams

395 M.—WJZ—760 Kc.

7:30 A.M.—A Song for Today
 7:45 A.M.—Jolly Bill and Jane—Cream of Wheat Program
 8:00 A.M.—On the 8:15
 8:15 A.M.—Sunbirds
 8:30 A.M.—Bissell Pick-ups
 8:45 A.M.—Sunbirds
 9:00 A.M.—"The Laugh Club"
 9:15 A.M.—Morning Glories
 9:30 A.M.—"Beautiful Thoughts"—Montgomery Ward Co. Program
 9:45 A.M.—Miracles of Magnolia
 10:00 A.M.—Mary Hale Martin's Household Period—Libby, McNeil and Libby Program
 10:15 A.M.—Dance Miniature
 10:30 A.M.—Our Daily Food—Col. Goodbody
 10:45 A.M.—Armistice Day Program under the Auspices of the League for Remembrance—Church Chimes, tenor soloist; Address, Hon. Wm. C. Redfield—Sec'y of Commerce in Woodrow Wilson's Administration; Taps
 12:00 N.—Personal Problems
 12:15 P.M.—Evelyn Wald—Blues
 12:30 P.M.—Nick Kenny
 12:45 P.M.—Popular Tunes of Merit
 1:15 P.M.—Motion Picture Boy
 1:30 P.M.—J. Brooke, Crooner
 1:45 P.M.—Elizabeth Dalbo—Soprano
 2:00 P.M.—City Free Employment
 2:15 P.M.—Barbara Kroll, Soprano
 2:30 P.M.—Morris Herzlick, Baritone
 3:00 P.M.—News Flashes
 3:15 P.M.—Frank Friedman—Tenor
 3:30 P.M.—Williamson and Roese-Duo
 4:00 P.M.—King and King Orchestra
 4:30 P.M.—Your Health
 4:45 P.M.—Singing Troubadour
 4:55 P.M.—Financial Talk
 5:00 P.M.—MacGordon, Songs, Piano
 5:15 P.M.—Dorothy Norman
 5:30 P.M.—Fur Paraders

10:00 A.M.—Cousin Lillian with the Kiddies
 10:15 A.M.—Monsieur Sakele
 10:30 A.M.—Blanche Terry, soprano
 10:45 A.M.—Frank McCabe, tenor
 11:00 A.M.—Planologue
 11:15 A.M.—The Voice That Gets You
 11:30 A.M.—Organ Recital
 11:45 A.M.—George Selis
 12:00 N.—Maritime News
 12:05 P.M.—People You Know
 12:15 P.M.—All In Fun
 12:30 P.M.—Songs to the King's Taste
 12:45 P.M.—Two Ebony Entertainers
 1:00 P.M.—Luncheon Music
 1:30 P.M.—Dorian Vocal Trio
 1:45 P.M.—Highlights of Sports
 2:00 P.M.—Sweethearts of Radioland
 2:15 P.M.—Jewish Science Talk
 2:30 P.M.—Robert McAfee—Songs
 2:45 P.M.—Olde New England Cook
 3:00 P.M.—Mirror Reflections
 3:15 P.M.—Call Coleman
 3:30 P.M.—Stock Quotations
 3:50 P.M.—Organ Recital
 4:00 P.M.—Totten Players
 4:30 P.M.—Tea Dancing
 4:45 P.M.—La Petite Mademoiselle
 5:00 P.M.—The Instrumentalists at Play
 5:15 P.M.—George Baker and his Syncopators
 5:30 P.M.—Arthur Humby
 5:45 P.M.—Captain Joe's Stories
 6:00 P.M.—Rabbi Lazar Schoenfeld

348.6 M.—WABC—860 Kc.

7:30 A.M.—Organ Reveille
 8:00 A.M.—Morning Devotions
 8:15 A.M.—Something for Everyone
 8:45 A.M.—Old Dutch Girl
 9:00 A.M.—The Commuters
 9:30 A.M.—Tony's Scrap Book
 9:45 A.M.—Morning Minstrels
 10:00 A.M.—Grant, Graham and Coughlin
 10:15 A.M.—Bond Bread Program—Dr. Royal S. Copeland
 10:30 A.M.—Chocolate Cookery
 10:45 A.M.—Melody Parade
 11:00 A.M.—Rhythm Ramblers
 11:15 A.M.—Three Men in a Tub
 11:30 A.M.—Musical Alphabet
 12:00 N.—Yoeng's Orchestra
 12:30 P.M.—Columbia Revue

11:00 P.M.—The Melody Quartette
 11:30 P.M.—Zimmerman's Hungarian Program
 12:00 P.M.—Studio Program

297 M.—WPAP—1010 Kc.

9:30 A.M.—Round Home
 9:45 A.M.—Travis Johnson, Tenor
 10:00 A.M.—Drexel Hines, Piano Concert
 10:15 A.M.—Armistice Day Announcement
 10:30 A.M.—Radio Style Talk
 10:45 A.M.—Emily Muller, Soprano
 11:00 A.M.—Donald Barrie Players
 11:30 A.M.—Harmony
 11:45 A.M.—Josephine Mortell at the Piano
 12:00 N.—"Garden Hints"
 12:05 P.M.—Miss Elizabeth Coors, Soprano
 12:20 P.M.—In the Studio
 12:30 P.M.—Evelyn Marra, Soprano
 12:45 P.M.—Parents' Talk

297 M.—WQAO—1010 Kc.

7:30 P.M.—Calvary Evening Services

297 M.—WRNY—1010 Kc.

1:00 P.M.—N. Y. Evening Air Post
 1:20 P.M.—Transcontinental Air News
 1:30 P.M.—Organ Recital
 2:00 P.M.—Evangelist F. L. Whitesell
 2:30 P.M.—Julian Barth—Bridge Hands
 2:45 P.M.—Quaker Sisters—Harmonies
 3:00 P.M.—Harold Munsch's Orchestra
 3:30 P.M.—Vincent J. Nola—Tenor
 3:45 P.M.—N. Y. Stock Quotations

272.6 M.—WLWL—1100 Kc.

6:00 P.M.—Roger Edwards, Baritone
 6:15 P.M.—Musicmakers—George Fisher
 6:45 P.M.—"Naturalism in Education"
 7:00 P.M.—Frank Grey's Radio Reunion
 7:45 P.M.—Songs Our Mothers Used to Sing

265 M.—WOV—1130 Kc.

8:15 A.M.—Financial Talk
 8:30 A.M.—Trio Royale
 8:45 A.M.—Morning Song
 9:00 A.M.—Musical Clock
 9:15 A.M.—Tuney Times
 9:30 A.M.—Modern Living
 10:00 A.M.—Housewives' Gym Class
 10:15 A.M.—Fur Trappers
 10:45 A.M.—Mons. Sakele
 11:00 A.M.—Maytime Music
 11:30 A.M.—Joe Perry—Piano
 11:45 A.M.—"Saxy" Joe Katz—Sax Solo
 12:00 N.—Personal Problems
 12:15 P.M.—Evelyn Wald—Blues
 12:30 P.M.—Nick Kenny
 12:45 P.M.—Popular Tunes of Merit
 1:15 P.M.—Motion Picture Boy
 1:30 P.M.—J. Brooke, Crooner
 1:45 P.M.—Elizabeth Dalbo—Soprano
 2:00 P.M.—City Free Employment
 2:15 P.M.—Barbara Kroll, Soprano
 2:30 P.M.—Morris Herzlick, Baritone
 3:00 P.M.—News Flashes
 3:15 P.M.—Frank Friedman—Tenor
 3:30 P.M.—Williamson and Roese-Duo
 4:00 P.M.—King and King Orchestra
 4:30 P.M.—Your Health
 4:45 P.M.—Singing Troubadour
 4:55 P.M.—Financial Talk
 5:00 P.M.—MacGordon, Songs, Piano
 5:15 P.M.—Dorothy Norman
 5:30 P.M.—Fur Paraders

254 M.—WGBS—1180 Kc.

8:15 A.M.—Wake-up Club
 8:45 A.M.—Rogers Radio Bazaar
 9:00 A.M.—Dagmar Perkins Morning Moods
 9:30 A.M.—Trio Royale
 9:45 A.M.—"Lucky Girl"—dramatic story
 10:00 A.M.—Armistice Day Program
 10:15 A.M.—Musical Travelogue
 10:30 A.M.—"In Songland"
 10:45 A.M.—Bits from Symphonies
 11:00 A.M.—Andy Buff—Songs
 11:15 A.M.—"Dogs," talk by Daisy Miller
 11:30 A.M.—Jacques Belsler—popular songs
 11:45 A.M.—"Psychology"
 12:00 N.—Douglas McTague—cowboy songs
 12:15 P.M.—The Bond Players "First Love"
 12:30 P.M.—Dorothy Rosenthal—violinist
 12:45 P.M.—Ray Current Events Club, Inc.
 1:00 P.M.—Melodymakers Orchestra
 2:00 P.M.—Golden Hour
 3:00 P.M.—James Aswell, New Yorker
 3:15 P.M.—Afternoon Musical
 4:00 P.M.—Burnett Sisters—harmony
 4:15 P.M.—"Your Voice"
 4:30 P.M.—"The Personality Girl"
 4:45 P.M.—"At the Movies"
 5:00 P.M.—United Synagogue
 5:15 P.M.—Jeanne Barnard—monologues
 5:30 P.M.—Eddie Convey—songs
 5:45 P.M.—"Him and Her"—sketch
 6:00 P.M.—"The Radio Messengers"
 6:15 P.M.—Dorothy Zorn, impersonations
 6:30 P.M.—Bertram Peacock
 6:45 P.M.—Living Americans, Music Hour

230.6 M.—WHAP—1300 Kc.

8:00 P.M.—Music
 8:15 P.M.—Franklin Ford
 8:45 P.M.—Americanus
 9:15 P.M.—Music
 9:30 P.M.—"The Vatican"
 10:00 P.M.—Listeners' Letters
 11:30 P.M.—Midnight Bells (Music)

222 M.—WMSG—1350 Kc.

9:00 A.M.—Gym Classes
 9:15 A.M.—Story & Clarke Concert
 9:30 A.M.—News Flashes
 9:45 A.M.—Grace Geiger—Soprano
 10:00 A.M.—Elizabeth Young—Topical Talks
 10:15 A.M.—Sonja Karr—Blues
 10:30 A.M.—"A Thought for Today"
 10:45 A.M.—Johnny & Mel
 11:00 A.M.—Beatrice James—Contralto
 11:15 A.M.—Gertrude Giordano—Soprano
 11:30 A.M.—Dr. Darlington—Health Talk
 11:45 A.M.—Brandels & Browne Program
 4:00 P.M.—Eric Kohlenbeck—Basso
 4:15 P.M.—Jeanette Yanover—Soprano
 4:25 P.M.—Sports Resume
 4:30 P.M.—Mabel Horsery's Juveniles
 5:00 P.M.—Bronx Board of Trade
 5:05 P.M.—Margo Nugent—Soprano
 5:15 P.M.—James McDonough—Baritone
 5:30 P.M.—Doris Thornton—Contralto
 6:45 P.M.—Sherry Lavelle—Whistler

SPECIALS FOR TODAY

10:45 A.M. . . WJZ —Armistice Day Program, Hon. W. C. Redfield, speaker.

11:00 A.M. . . WJZ —President Hoover speaks from District of Columbia War Memorial; U. S. Marine Band and John Philip Sousa.

2:15 P.M. . . WEA—Golden Gems—Elsie Baker, Contralto.

8:30 P.M. . . WOR —Armistice Day program.

11:00 A.M.—Ceremonies in Connection with President Hoover's Acceptance of the District of Columbia War Memorial from Frank B. Noyes, Chairman District of Columbia War Memorial Commission—John Philip Sousa and the U. S. Marine Band
 11:20 A.M.—Singing Strings
 11:30 A.M.—Tuneful Times
 11:45 A.M.—Sweetheart Program
 12:00 N.—Vocal Varieties
 12:15 P.M.—Pat Barnes in Person—Swift Co. Program
 12:30 P.M.—National Farm and Home Hour
 1:30 P.M.—Mid-day Musicale
 2:00 P.M.—Eatmore Cranberries
 2:15 P.M.—Weather Reports
 2:20 P.M.—Blue Blazers
 2:30 P.M.—Rofrain Revue
 2:45 P.M.—Piano Moods
 3:00 P.M.—Organ Melodies
 3:15 P.M.—To be announced
 3:30 P.M.—The Three Doctors
 3:45 P.M.—Chicago Serenade
 4:00 P.M.—Pacific Vagabonds
 4:30 P.M.—Eastman School Chamber Music
 5:00 P.M.—Chats with Peggy Winthrop
 5:15 P.M.—"Mouth Health"—Calsodent Program
 5:30 P.M.—Jeddo Highlanders
 5:45 P.M.—Little Orphan Annie—Wonder Program
 6:00 P.M.—Music Treasure Box
 6:15 P.M.—Rameses Program
 6:30 P.M.—Teddy Black and his Orchestra
 6:40 P.M.—Unemployment Relief Committee
 6:45 P.M.—Literary Digest Topics
 7:00 P.M.—The Pepsodent Program—Amos 'n' Andy
 7:15 P.M.—To be announced
 7:30 P.M.—Phil Cook—the Quaker Man
 7:45 P.M.—Eso Program—"Believe It or Not"—Bob Ripley
 8:00 P.M.—College Memories—National Battery Co. Program
 8:15 P.M.—Guy Robertson, baritone
 8:30 P.M.—To be announced
 9:00 P.M.—To be announced
 9:30 P.M.—Dutch Masters Program
 10:00 P.M.—Rochester Civic Orchestra
 10:30 P.M.—Clara, Lu and Em—Colgate-Palmolive Program
 10:45 P.M.—Radio's Greatest Lover
 11:00 P.M.—Slumber Music
 11:30 P.M.—Russ Columbo
 11:45 P.M.—Lew White Organ Recital
 12:00 M.—Mildred Bailey and the Jesters
 12:15 A.M.—Coon-Sanders' Orchestra
 12:30 A.M.—Ernie Holst and his Orchestra

370 M.—WPC—810 Kc.

9:00 A.M.—Negro dialect and whistling
 9:15 A.M.—The Girl at the Piano
 9:30 A.M.—Program Resume
 9:35 A.M.—The Early Birds

1:00 P.M.—Hotel Taft Orchestra
 1:30 P.M.—Ritz Carlton Hotel Orchestra
 2:00 P.M.—Nell Vinick Beauty Talk
 2:15 P.M.—Ann Leaf at the Organ
 2:30 P.M.—American School of the Air
 3:00 P.M.—Edna Wallace Hopper
 3:15 P.M.—Columbia Salon Orchestra
 3:30 P.M.—Arthur Jarrett
 3:45 P.M.—De Witt Orchestra
 4:30 P.M.—Mariners Banquet
 5:00 P.M.—Asbury Park Orchestra
 5:30 P.M.—Salty Sam, the Sailor—Kolynos Program
 5:45 P.M.—Jolly Jugglers
 6:00 P.M.—Bill Schudt's "Going to Press"
 6:15 P.M.—Biltmore Orchestra
 6:30 P.M.—Hotel Taft Orchestra
 6:45 P.M.—Bird and Vash
 7:00 P.M.—Myrt and Marge—Wrigley Program
 7:15 P.M.—Crema Presents Bing Crosby
 7:30 P.M.—The Boswell Sisters—Baker Chocolate Program
 7:45 P.M.—The Camel Quarter—Hour—Morton Downey, Anthony Wons
 8:00 P.M.—The Columbians
 8:15 P.M.—Singin' Sam, the Barbasol Man
 8:30 P.M.—La Palina Presents Kate Smith and Her Swane Music
 8:45 P.M.—The Mills Brothers
 9:00 P.M.—Gold Medal Fast Freight
 9:30 P.M.—Eno Crime Club
 10:00 P.M.—Vitality Personalities
 10:15 P.M.—Weed Tire Chain Program
 10:30 P.M.—Columbia Concerts Program
 11:00 P.M.—Belasco's Orchestra
 11:15 P.M.—Street Singer
 11:30 P.M.—Park Central Orchestra
 11:45 P.M.—Nocturne
 12:00 M.—King Edward Orchestra
 12:30 A.M.—St. Moritz Orchestra
 1:00 A.M.—Connie's Inn Orchestra
 1:30 A.M.—Dave Abrams' Barn Orchestra

297 M.—WHN—1010 Kc.

4:00 P.M.—Lyana Donaz, Soprano
 4:15 P.M.—Major Manfred Pakas—Aviation
 4:30 P.M.—Einar Schultz, Baritone
 4:45 P.M.—Armistice Day Announcement
 4:50 P.M.—"Around the World" with Fleming
 5:00 P.M.—Gladys Hartman and Geo. Nobbs
 5:15 P.M.—Beth and Western, Popular Duo
 5:30 P.M.—Russian Echoes
 6:00 P.M.—Ramon Palmer, Concert Pianist
 6:15 P.M.—Belvidere Brooks Post, American Legion
 6:30 P.M.—Orthodox Jewish Congregations
 7:00 P.M.—Charles Hovey, Flute
 7:15 P.M.—Foreign Affairs Forum
 8:30 P.M.—Radio Movie Club
 9:00 P.M.—The Thinker Period
 9:15 P.M.—Harmony Team
 9:30 P.M.—In the Studio
 9:45 P.M.—Brazilian Music
 10:00 P.M.—Bill Kases and His Musical Aces

What, No Spinach!



RAY PERKINS

• Radio listeners have identified the sparkling Master of Ceremonies of the Three Bakers Hour over WJZ on Sunday nights as Ray Perkins, although his name is not mentioned in the broadcast and he refers to himself as "No. 4 of the trio."

The Fleischman Three Bakers hour is providing happy entertainment this year. There is, of course, the Three Bakers, Frank Luther, Jack Parker and Darrow Woodward, and Billy Arzt's Orchestra.

Radio Officials Return

• Representatives of Radio City and the National Broadcasting Company who have been studying broadcasting and theatrical developments abroad are preparing to return to the United States within a few days, according to a radiogram from O. B. Hanson, manager of plant operation and engineering for NBC.

Hanson reports that in company with other members of the party he recently inspected broadcasting stations of Dresden, Munich and Stuttgart, including the Mulacker 75,000 watt transmitter associated with Stuttgart. The party passed through Paris on the way to London, arriving in the English Capital October 20. Hanson has been devoting the last few days to an intensive study of the British Broadcasting Corporation facilities and English broadcasting practices.

Hobbies and Things

Casey Jones, noted flyer and radio aviation columnist, is a proficient ping-ponger Add to the list of radio stars' pets Ben Alley's young turtle A good many of those comedy songs that Reis and Dunn sing for you are their own compositions Ditto for all of their parodies of well-known numbers It takes three experts to man the sound gadgets that provide the nautical background of the "Sea Romances" series, broadcast on Sunday nights.

Irene Beasley, "the long tall gal from Dixie," is reported to be writing a book in her spare time, although she has as yet kept all questioners in the dark as to what it's all about Although his size belies it, diminutive and slender Howard Barlow, CBS symphony orchestra leader, has been both cowboy and lumberjack Toscha Seidel values his Stradivarius at a mere \$60,000 If he weren't the singer he is, Morton Downey thinks he would like to be a politician.

CHATTING WITH— The Boswell Sisters

By MARGARET ANN FRASER

• There is Connie, Martha and Vet, and they look enough alike to be triplets, but they aren't. Connie claims December 3rd as her birthday, Martha looks forward to July 9th, and Vet rises expectantly on the morning of May 20th. They are all small and slender, have dark hair and dark brown eyes, and speak with the soft southern accent of people who come from New Orleans.

About their rise to fame, Connie wrinkles her brow.

"There's been nothing sudden about it," she says. "It's been, rather, a slow and steady development, starting with our 'performing' when we were little kids. I on the 'cello, Martha on the piano, and Vet on the violin. At first we did just classical music, but when we grew up, we added a saxophone and banjo, and started out on the popular tunes. It wasn't until much later that we sang. We used to do that just for our own amusement, but when we did include trio-singing in our act, it went over so well that we dropped the instrumental numbers entirely."

After an appearance on a local radio station in New Orleans the girls went to Chicago as a vaudeville act. Then they reached Hollywood, where they made a nice name for themselves on the air, and did some "shorts" for the films. Finally they came to New York where they were "caught in the net"-work of the Columbia Broadcasting System, and signed up for the Baker Chocolate Hour, which goes over that chain three times a week. Connie has her own program of songs twice a

week besides, and together with their recent engagement at the Palace, and both radio appearances, Connie found herself unable to keep track of the time of day. She tells of an amusing moment.

"It was at the Palace. I made a curtain speech after one of the performances, and thanked the audience for their kindness to us 'this afternoon'—then suddenly realized it was 9:30 P.M."

They like best to have an evening alone. Then they get to work inventing new tricks. With cards, and things. Martha giggles at the remembrance of the pencil trick they played on Morton Downey.

"He couldn't get it," she told me, "and it made him so nervous that he said he wouldn't be able to make his appearance on the air that night unless I'd show him the solution. But usually I never do tell my tricks to anyone."

During our chat the girls contradicted one another freely, but without rancor. Their personalities balance one another's. They each have a special place to fill in their life together—Connie is Mistress of Finance, Martha is Minister of the Interior, and Vet does duty as the Program Selector, and Keeper of the Music.

They laugh a great deal, at themselves and each other, but they take their work seriously. That is why they are so very likable, and why they have attained their present heights. And too, that is what will keep them there. . . .



THE BOSWELL SISTERS
MARTHA CONNIE VET

This singing Trio has been appointed official radio songsters of the State of Louisiana by Louisiana's Senator-elect, Huey P. Long. The news was given to radio audiences during their 7:30 P. M. period, Wednesday night from WABC. A well deserved honor.

Roving Correspondent



D. THOMAS CURTIN

• "Thrillers" the NBC's new weekly series, dramatize the adventures of D. Thomas Curtin roving correspondent who saw the world war on both sides from the Balkans to the Baltic. Curtin, an American correspondent who was traveling in southern Europe when the first shot was fired, stayed to represent the London *Daily Mail* and the London *Times*. His newspaper chief, Lord Northcliffe, said Curtin "saw more of the war than any other man." Curtin was formerly a Boston newspaperman. He was graduated from Harvard University in 1910 and immediately entered the newspaper and magazine work which has taken him around the world. The programs are presented over WEAJ from 9:00 to 9:30 P.M. each Tuesday evening.

Radio Fans Forget

• "A peculiar thing about radio fans is that they forget quickly," a prominent broadcasting official declared the other day.

"If some of our greatest features went off the air for a month," he observed, "they'd be completely forgotten."

Which, even if it's true, doesn't astonish anybody one iota. No more rabid and apparently loyal set of fans exists, in our opinion, than movie devotees. Yet it took them no time at all to forget the flicker idols who couldn't make the grade when the talkies debuted.

Audiences—"mobs" of all sorts, are probably fickle the world over. Yet RADIO GUIDE will bet a platinum microphone against your last week's continuity that radio fans are more constant and devoted than fans in any other field of entertainment.

Get New Contracts

Colonel Lemuel Q. Stoopnagle and Budd—the Tastyest Gloom Chasers, who have been broadcasting over WABC since May 24, will continue to be heard thrice weekly for an indefinite period.

The Gloom Chasers' contract, which would have expired with the broadcast of Saturday, October 31, was renewed several days ago by the Green Brothers Co., of Springfield, Mass., sponsors of the program. The Colonel and Budd will continue to be heard every Monday, Wednesday and Saturday, from 8:45 to 9:00 P.M.

PROGRAM FOR THURSDAY, NOVEMBER 12th

526 M.—WNYC—570 Kc.

11:00 A.M.—Correct Time, Police Reports
 11:05 A.M.—"Retail Food Prices"
 11:10 A.M.—Ellen Sullivan—Songs
 11:20 A.M.—Department of Public Markets
 11:35 A.M.—Edward Connelly—Ballads
 11:45 A.M.—New York Urban League
 11:55 A.M.—Daily Message
 6:00 P.M.—Correct Time
 6:01 P.M.—Prelude
 6:05 P.M.—Department of Parks
 6:15 P.M.—To be announced
 6:30 P.M.—Safety Campaign
 6:45 P.M.—Kovacs Gypsy Trio
 7:15 P.M.—Municipal Reference Library
 7:30 P.M.—Correct Time, Police Alarms
 7:35 P.M.—WNYC Air College
 7:55 P.M.—"Lawyer's Air Magazine"
 8:10 P.M.—Mozart Trio
 8:45 P.M.—Federal Business League
 9:00 P.M.—Filomeno's Westonians

526 M.—WMCA—570 Kc.

8:00 A.M.—The Phantom Organist
 8:15 A.M.—Three Early Birds
 8:30 A.M.—Organ Reveille
 8:45 A.M.—Harry Glick's Gym Class
 9:00 A.M.—Monsieur Sakele
 9:15 A.M.—The Gossipers
 9:30 A.M.—Modern Living
 10:00 A.M.—Morning Glories
 10:15 A.M.—Mme. Elvira Geiger
 10:25 A.M.—Maritime News
 10:30 A.M.—Namm's Program
 10:45 A.M.—Tuneful Topics
 12:00 N.—Mid-Day Message
 12:15 P.M.—Phillips String Ensemble
 12:30 P.M.—W.-T. Stock Quotations
 1:00 P.M.—International Vagabond
 1:15 P.M.—"Melody Express"
 1:30 P.M.—Luncheon Musicale
 2:00 P.M.—Bide Dudley's Dramatic Review
 2:05 P.M.—"Ten Cents A Dance Girl"
 2:15 P.M.—Mirror Reflections
 2:30 P.M.—Show Boat Boys
 2:45 P.M.—Jack Filman—Sport Chat
 3:00 P.M.—Kolomoku Hawaiians
 3:30 P.M.—In A Gypsy Camp
 4:00 P.M.—Musical Moments
 4:15 P.M.—"Songs for You and Me"
 4:30 P.M.—Phantom Organist
 5:00 P.M.—Sally Orchestra
 5:30 P.M.—Quaker Puzzle Man
 5:35 P.M.—That Funny Lil' Girl
 6:45 P.M.—Red Devils with Junior Smith
 9:30 P.M.—Honolulu Serenaders
 9:45 P.M.—Vick's Program
 10:00 P.M.—Success Interview
 10:05 P.M.—Organ Musicale
 10:30 P.M.—Three Little Sacks
 10:45 P.M.—Red Caps Quartette
 11:00 P.M.—Will Oakland Terrace
 11:30 P.M.—Bob Lightner Orchestra
 12:00 M.—Bide Dudley's Dramatic Review
 12:05 P.M.—Enoch Light and Orchestra
 1:00 A.M.—Coon-Sanders' Orchestra—Hotel New Yorker
 1:30 A.M.—Dave Abrams' Orchestra

454 M.—WEAF—660 Kc.

6:45 A.M.—Tower Health Exercises
 8:00 A.M.—Gene and Glenn—Quaker Early Birds
 8:15 A.M.—Morning Devotions
 8:30 A.M.—Cheerio
 9:00 A.M.—Morning Glee Club
 9:15 A.M.—Tom Waring's Troubadours
 9:45 A.M.—Our Daily Food—Col. Goodbody
 10:00 A.M.—Mrs. Blake's Radio Column
 10:15 A.M.—Breen and de Rose
 10:30 A.M.—Soconyland Program
 10:45 A.M.—Morning Serenaders
 11:00 A.M.—L'Heure Exquise
 11:15 A.M.—Radio Household Institute
 11:30 A.M.—Hugo Mariani and his Marionettes
 12:00 N.—General Electric Home Circle
 12:15 P.M.—Black and Gold Room Orchestra
 1:00 P.M.—Market and Weather Reports
 1:15 P.M.—Popular Varieties
 1:30 P.M.—Hotel Pennsylvania Luncheon Music
 2:30 P.M.—Marguerite de Vine, pianist
 2:45 P.M.—To be announced
 3:00 P.M.—Women's Radio Review
 4:00 P.M.—Salon Singers
 4:30 P.M.—Phil Spitalny Tea Dansante
 5:00 P.M.—The Jungle Man
 5:15 P.M.—The Lady Next Door
 6:00 P.M.—Waldorf-Astoria Orchestra
 6:30 P.M.—The World Today
 6:45 P.M.—Swift Program
 7:00 P.M.—Vermont Lumber Jacks
 7:15 P.M.—The Campbell Orchestra
 7:30 P.M.—Prince Albert Quarter Hour
 7:45 P.M.—The Goldbergs—Pepsodent Program
 8:00 P.M.—Fleischmann Hour—Rudy Vallee's orchestra
 9:00 P.M.—Arco Dramatic Musicale
 9:30 P.M.—Adventure of Sherlock Holmes—G. Washington Coffee Program
 10:00 P.M.—Lucky Strike Dance Hour
 11:00 P.M.—Ralph Kirby
 11:05 P.M.—Coon-Sanders Orchestra
 11:30 P.M.—Jesse Crawford
 11:45 P.M.—Cab Calloway and his Orchestra
 12:00 M.—Florence Richardson and her Melody Boys
 12:30 A.M.—Waldorf-Astoria Hotel Orchestra

422 M.—WOR—710 Kc.

6:45 A.M.—Gym Classes
 8:00 A.M.—Al Woods
 8:15 A.M.—Mr. & Mrs. Reader
 8:30 A.M.—Martha Manning
 8:45 A.M.—Musical Novelties
 9:00 A.M.—Miss Cath'rine n' Calliope
 9:30 A.M.—Alice Foote MacDougall
 9:45 A.M.—Songs—Allen Meany
 10:00 A.M.—McCann Pure Food Hour
 11:00 A.M.—Neil Vinick—Beauty Talk
 11:15 A.M.—The Happy Vagabond
 11:30 A.M.—Claire Sugden
 11:45 A.M.—World Events
 11:55 A.M.—Club Pareschi
 12:00 N.—Journal of the Air
 12:15 P.M.—Economy Program
 12:20 P.M.—The Changing Family
 12:30 P.M.—Julian Woodworth's Dance Orch.
 1:00 P.M.—Mid-day Diversions
 1:30 P.M.—Frank Dailey's Orchestra
 2:00 P.M.—Tubertine and Polito
 2:15 P.M.—Florence Johnson, contralto
 2:30 P.M.—League of Women Voters

2:50 P.M.—Llewellyn Roberts, baritone
 3:00 P.M.—Ariel Ensemble
 3:00 P.M.—Sunny Jim
 3:45 P.M.—To be Announced
 4:00 P.M.—Centenary Collegiate Institute
 4:30 P.M.—Book Review, Thomas L. Masson
 4:45 P.M.—Ted Wann, Popular Songs
 4:57 P.M.—Program Resume
 5:00 P.M.—Kathleen Gordon, Songs
 5:05 P.M.—V. E. Meadows Beauty Talk
 5:10 P.M.—Fred Kinsley, Organist
 5:30 P.M.—Leonora Cori, Soprano
 5:44 P.M.—Aunt Betty's Toy Shop
 5:59 P.M.—Weather Report
 6:00 P.M.—Uncle Don
 6:30 P.M.—Journal of the Air
 6:45 P.M.—Harry Salter's Golden Trail
 7:00 P.M.—American Relief Fund.
 7:05 P.M.—Two Mountaineers, Songs
 7:15 P.M.—Darling and Dearie
 7:30 P.M.—Haddon Hall Cigar Concert—Vincent Sorey's Orchestra
 7:45 P.M.—Footprints in the Sands of Time
 8:00 P.M.—Lone Star Rangers
 8:30 P.M.—Stories from the Tower
 9:00 P.M.—Earl Burnett Orchestra
 9:15 P.M.—Blue Cocktail Party (Male Quartet)
 9:30 P.M.—Jack Arthur's Blackout Revue
 10:00 P.M.—Weaver of Dreams
 10:30 P.M.—Merle Johnston's Saxophone
 10:45 P.M.—Globe Trotter
 11:00 P.M.—Time, Weather Report
 11:03 P.M.—In a Russian Village
 11:30 P.M.—Moonbeams

395 M.—WJZ—760 Kc.

7:30 A.M.—A Song for Today
 7:45 A.M.—Jolly Bill and Jane—Cream of Wheat Program
 8:00 A.M.—On the 8:15
 8:15 A.M.—Sunbirds
 8:30 A.M.—Bissell Pick-ups
 8:45 A.M.—Sunbirds
 9:00 A.M.—"The Laugh Club"
 9:15 A.M.—Morning Glories
 9:30 A.M.—"Beautiful Thoughts" Montgomery Ward Program
 9:45 A.M.—Miracles of Magnolia
 10:00 A.M.—Ray Perkins—Andrew Jergens' Program

370 M.—WPCB—810 Kc.

9:00 A.M.—Southern Dialect and Whistling
 9:15 A.M.—Fitzpatrick Brothers
 9:30 A.M.—Program Resume
 9:35 A.M.—Margaret Kopekin—Concert
 9:45 A.M.—Rose Sigler
 10:00 A.M.—Talk—Children's Home
 10:05 A.M.—Virginia Macadam
 10:15 A.M.—Monsieur Sakele
 10:30 A.M.—Ivriah Program
 11:00 A.M.—The Cheerup Girl
 11:15 A.M.—Al Eagleson—Tenor
 11:30 A.M.—Organ Recital
 11:45 A.M.—The Female Baritone
 12:00 N.—Maritime News
 12:05 P.M.—The Lydian Trio
 12:15 P.M.—Musical Travelogue
 12:30 P.M.—The Song Painter—Earl Kardux
 12:45 P.M.—Crooning the Blues Away
 1:00 P.M.—Luncheon Music
 1:30 P.M.—The Sunshine Vocal Trio
 1:45 P.M.—Highlights of Sports
 2:00 P.M.—Sweethearts of Radioland
 2:15 P.M.—The Play for To-day
 2:45 P.M.—Songs of Spain
 3:00 P.M.—Mirror Reflections
 3:15 P.M.—Down Reminiscence Road
 3:30 P.M.—Stock Quotations
 3:50 P.M.—Organ Recital
 4:00 P.M.—Ann LaPorte Musicale
 4:30 P.M.—Tea Dancing
 5:00 P.M.—"The Balladeer"
 5:15 P.M.—Moments with the Masters
 5:30 P.M.—Los Caporales
 5:45 P.M.—Captain Joe's Stories
 6:00 P.M.—Real Radio Servicemen

348.6 M.—WABC—860 Kc.

7:30 A.M.—Organ Reveille
 8:00 A.M.—Morning Devotions
 8:15 A.M.—Something for Everyone
 9:00 A.M.—The Commuters
 9:30 A.M.—Tony's Scrap Book
 9:45 A.M.—Melody Musketiers
 10:00 A.M.—Copeland-Ceresota Flour Program
 10:15 A.M.—Machine Age Housekeeping
 10:30 A.M.—Melody Parade
 10:45 A.M.—Barbara Gould Beauty Talk
 11:00 A.M.—U. S. Chamber of Commerce

SPECIALS FOR TODAY

11:45 A.M. . . WABC—Stage and Screen Stars

4:00 P.M. . . WEFB—Salon Singers—Mixed Chorus

4:30 P.M. . . WJZ —U. S. Navy Band

10:00 P.M. . . WOR —Weaver of Dreams

10:15 A.M.—Beatrice Mabie—Neet Program
 10:30 A.M.—Our Daily Food
 10:45 A.M.—Mystery Chef—R. B. Davis Program
 11:00 A.M.—Forecast School of Cookery
 11:15 A.M.—Dorothy Chase and Musicians
 11:30 A.M.—Ford and Wallace
 11:45 A.M.—Jill and Judy
 12:00 N.—Vocal Varieties
 12:15 P.M.—Pat Barnes in Person—Swift & Co. Program
 12:30 P.M.—National Farm and Home Hour
 1:30 P.M.—Mid-day Musicale
 2:00 P.M.—Mrs. Julian Heath—food talk
 2:15 P.M.—Weather Reports
 2:20 P.M.—Tuneful Times
 2:30 P.M.—Piano Moods
 2:45 P.M.—Princess Obolensky—Affiliated Products Program
 3:00 P.M.—Organ Melodies
 3:15 P.M.—To be announced
 3:30 P.M.—The Three Doctors
 3:45 P.M.—Chicago Serenade
 4:00 P.M.—Syncopators
 4:15 P.M.—U. S. Navy Band
 4:30 P.M.—Maze of Melody
 4:45 P.M.—"Great Moments in Science"
 5:00 P.M.—Coffee Matinee—Sponsored by Brazilian Coffee Growers
 5:30 P.M.—Al and Pete
 5:45 P.M.—Little Orphan Annie—"Wonder Program"
 6:00 P.M.—Raising Junior — Wheatena serial
 6:15 P.M.—The Gruen Answer Man
 6:30 P.M.—Breyer Leaf Boys
 6:45 P.M.—Literary Digest Topics
 7:00 P.M.—The Pepsodent Program—Amos 'n' Andy
 7:15 P.M.—Tastyest Jesters
 7:30 P.M.—Phil Cook—the Quaker Man
 7:45 P.M.—"Famous Fallacies of Business"—Merle Thorpe.
 8:00 P.M.—Dixie Spiritual Singers—Edgeworth Program
 8:15 P.M.—Rin-Tin-Tin Thriller—Chappel Bros. Program
 8:30 P.M.—"A Personal Message"
 8:45 P.M.—Sisters of the Skillet—Proctor & Gamble Program
 9:00 P.M.—Blackstone Plantation
 9:30 P.M.—Maxwell House Ensemble
 10:00 P.M.—A. & P. Gypsies
 10:30 P.M.—Clara, Lu and Em—Colgate-Palmolive Hour
 10:45 P.M.—Paris Night Life — Affiliated Products Program
 11:00 P.M.—Slumber Music
 11:30 P.M.—Russ Columbo
 11:45 P.M.—Low White Organ Recital
 12:00 M.—Mildred Bailey and Jesters
 12:15 A.M.—Earl Heinze and his Orchestra
 12:30 A.M.—Tweeth Hogan's Orchestra

11:15 A.M.—An Old-Fashioned Garden
 11:30 A.M.—New York Medical Society
 11:45 A.M.—Stage and Screen Stars
 12:00 N.—Yoeng's Orchestra
 12:30 P.M.—Columbia Revue
 1:00 P.M.—Poultry and Stock Feeders Helps
 1:15 P.M.—Hotel Taft Orchestra
 1:30 P.M.—Savoy Plaza Orchestra
 2:00 P.M.—The Singing Vagabond
 2:15 P.M.—Columbia Salon Orchestra
 2:30 P.M.—American School of the Air
 3:00 P.M.—La Forge Berumen Musicale
 3:30 P.M.—Miriam Ray
 3:45 P.M.—Virginia Arnold, Pianist
 4:00 P.M.—Melody Magic
 4:30 P.M.—Hotel Taft Orchestra
 5:00 P.M.—Asbury Park Orchestra
 5:30 P.M.—Salty Sam, the Sailor—Kolynos Program
 5:45 P.M.—Biltmore Orchestra
 6:00 P.M.—Frank Ross, Songs
 6:15 P.M.—Hotel Bossert Orchestra
 6:25 P.M.—Unemployment Committee Speaker
 6:30 P.M.—Hotel Bossert Orchestra
 6:45 P.M.—Bird and Vash
 7:00 P.M.—Myrt and Marge—Wrigley Program
 7:15 P.M.—Cremona presents Bing Crosby
 7:30 P.M.—Kaltenborn Edits the News—S. W. Straus & Co. Program
 7:45 P.M.—The Camel Quarter-Hour, Morton Downey
 8:00 P.M.—The Mills Brothers
 8:15 P.M.—Sterling Products Program—Abe Lyman's Band
 8:30 P.M.—La Palma Presents Kate Smith and Her Swane Music
 8:45 P.M.—Angelo Patri—"Your Child"—Cream of Wheat Program
 9:00 P.M.—Eugene Ormandy
 9:30 P.M.—Love Story Hour
 10:00 P.M.—Hart, Schaffner and Marx Trumpeters
 10:30 P.M.—Tito Guizar
 10:45 P.M.—Peters Parade
 11:00 P.M.—St. Moritz Orchestra
 11:15 P.M.—Jack Miller
 11:30 P.M.—Belasco's Orchestra
 11:45 P.M.—Nocturne—Ann Leaf
 12:00 M.—Guy Lombardo and His Royal Canadians
 12:30 A.M.—Park Central Orchestra
 1:00 A.M.—Village Inn Orchestra
 1:30 A.M.—Roseland Ballroom Orchestra

297 M.—WHN—1010 Kc.

1:30 P.M.—Y. M. C. A.
 1:45 P.M.—James McDonough, Popular Songs
 2:00 P.M.—Germaine Bentz, Concert Pianist
 2:15 P.M.—Doris Thornton, Contralto
 2:30 P.M.—"Garden Hints"
 2:35 P.M.—Elizabeth Dalbo, Songs
 2:45 P.M.—James McManus, Tenor
 3:00 P.M.—Miss Marantz Presents

3:15 P.M.—"Care of the Eyes"
 3:30 P.M.—Frank Stapleton, Tenor
 3:45 P.M.—"The Why-Cry Girl"
 3:55 P.M.—Game Protection Talk
 4:00 P.M.—Spivy Le Voe, Songs
 4:15 P.M.—Margaret Wilson, Pianist
 4:30 P.M.—Fred Clampitt, Baritone
 4:45 P.M.—Marcia Wallack, Popular Songs
 5:00 P.M.—Knights of Music
 5:30 P.M.—Y. M. C. A. program
 5:45 P.M.—Jeannette Hughman Singers
 6:00 P.M.—Mack Gordon, Tenor
 6:15 P.M.—East Side Post No. 868
 6:30 P.M.—Reform Rabbis

297 M.—WPAP—1010 Kc.

7:00 P.M.—Public School Period
 7:30 P.M.—Bob Roltner, Baritone
 7:45 P.M.—Commission on Police Welfare
 8:00 P.M.—Charles Bencko's Ensemble
 8:30 P.M.—The Nobby Players

297 M.—WRNY—1010 Kc.

9:30 A.M.—Harry Glick's Class
 10:00 A.M.—Announcements with records
 10:15 A.M.—Travel Tales
 10:30 A.M.—Organ Recital
 11:00 A.M.—Recorded Program
 11:15 A.M.—Poems to Live By—Dr. Walker
 11:30 A.M.—Southern Songs
 11:45 A.M.—Modern Wallpaper
 12:00 N.—Luncheon Music
 12:30 P.M.—N. Y. Stock Quotations
 1:00 P.M.—N. Y. Evening Air Post
 1:20 P.M.—Transcontinental Air News
 9:00 P.M.—To be announced
 9:30 P.M.—Greenwich Village Inn Orchestra
 10:00 P.M.—Harold Munsch's Orchestra
 10:30 P.M.—Organ Recital
 11:00 P.M.—Filipino Stompers
 11:30 P.M.—Don Carlos' Marimba Band
 12:00 M.—Harold Munsch's Orchestra

272.6 M.—WLWL—1100 Kc.

6:00 P.M.—Cosmic Ensemble
 6:15 P.M.—Valentine Ries, Tenor
 6:30 P.M.—"Laughing Troubadour"
 6:45 P.M.—"Question Box"
 7:05 P.M.—Sally and Bobby
 7:15 P.M.—"An East Indian Program"
 7:30 P.M.—"Timely Topics"
 7:50 P.M.—Emoric Kurtagh, Pianist

265 M.—WOV—1130 Kc.

8:15 A.M.—Financial Talk
 8:30 A.M.—Trio Royale
 8:45 A.M.—Morning Song
 9:00 A.M.—Musical Clock
 9:15 A.M.—Tuney Tunes
 9:30 A.M.—Modern Living
 10:00 A.M.—Housewives' Gym Class
 10:15 A.M.—Fur Trappers
 10:45 A.M.—Mons. Sakele
 11:00 A.M.—Maytime Music
 11:30 A.M.—Jones and Wade, Spirituals
 11:45 A.M.—Adele Wennerstrom Soprano
 12:00 N.—Duke Selby, Uke and Song
 12:15 P.M.—Personal Problems
 12:30 P.M.—Melody Mac, Uke and Song
 12:45 P.M.—Popular Tunes of Merit
 1:15 P.M.—Dr. George Cohen
 1:45 P.M.—Three of a Kind—Trio
 2:00 P.M.—Vincent Calendo, Tenor
 2:15 P.M.—Joy Lanes
 2:30 P.M.—Your Health
 2:45 P.M.—Agatha Goodman, Soprano
 3:00 P.M.—News Flashes
 3:15 P.M.—Johnny and Mel, Harmony
 3:30 P.M.—Vivian Menne, Soprano
 3:45 P.M.—Red Cross
 4:00 P.M.—King and King Orchestra
 4:30 P.M.—Maye Kaye, Blues
 4:45 P.M.—Singing Troubadour
 4:55 P.M.—Financial Talk
 5:00 P.M.—Snap Shots
 5:30 P.M.—Fur Paraders

254 M.—WGBS—1180 Kc.

7:00 A.M.—Musical Clock
 8:00 A.M.—News Flashes
 8:15 A.M.—Wake-up Club
 8:45 A.M.—Rogers Radio Bazaar
 9:00 A.M.—Dagmar Perkins Morning Moods
 9:30 A.M.—Trio Royale
 9:45 A.M.—"Lucky Girl"—dramatic story
 10:00 A.M.—"Interlude of German Music"
 10:30 A.M.—"Baby's Daily Playtime"
 10:45 A.M.—Joint Recital, Lillian Valle, soprano, Henry Dore, Tenor
 11:00 A.M.—Al Cisco, songs
 11:15 A.M.—Ethel Aaron—"Folk Song Stories"
 11:30 A.M.—Oakley Selleck
 11:45 A.M.—Edna Pendleton, songs
 12:00 N.—Devotional Services
 12:30 P.M.—Alan Dale, Jr., Relates
 12:45 P.M.—Fanchon and Marco's Period
 1:00 P.M.—Melodymakers Orchestra
 2:00 P.M.—Golden Hour
 3:00 P.M.—James Aswell, New Yorker
 3:15 P.M.—Afternoon Musical
 4:00 P.M.—Marian French, contralto
 4:15 P.M.—Dorothy Zorn, impersonations
 4:30 P.M.—Lewis Darby, baritone
 4:45 P.M.—Mary Bongert, soprano
 5:00 P.M.—Jack Healy's Trio
 5:30 P.M.—Prohibition Talk
 5:45 P.M.—"Him and Her"—sketch
 6:00 P.M.—Mauricette Ducret
 6:15 P.M.—Justice Brandeis Society Forum
 6:30 P.M.—Living Americans, Music Hour

222.1 M.—WMSG—1350 Kc.

12:00 N.—Ethel Lebos—Soprano
 12:10 P.M.—Charles Garcia—Tenor
 12:20 P.M.—Ethel Aranow—Lyric Soprano
 12:30 P.M.—Brandeis and Browne—Program
 1:00 P.M.—Sally Morton—Blues
 1:10 P.M.—Alice Tuttleman—Soprano
 1:25 P.M.—Grace Levell—Female Baritone
 1:35 P.M.—Story and Clarke Concert
 1:50 P.M.—Lucille Hayes—Soprano
 2:05 P.M.—Eric Kohlenbeck—Basso
 2:15 P.M.—Suzanne Mansfield
 2:30 P.M.—Inspirational Hour for Shut-Ins
 8:30 P.M.—Joseph Mendelshon—Baritone
 8:45 P.M.—Boli Galli—Soprano
 9:00 P.M.—Tranfield Sisters
 9:15 P.M.—Sorgen and Basson—Novelty
 9:30 P.M.—Sports Resume
 9:35 P.M.—Florence Stanley—Soprano
 9:45 P.M.—Lillian Siskind—Pianologue
 10:00 P.M.—Alexander Ermoloff Program

Songbird of South

• One of the leading exponents of "blues" and southern Mammy songs is Lee Morse. Miss Morse is a former musical comedy star, and has also made dozens of phonograph recordings and appeared in a number of motion pictures. She is heard in several National Broadcasting Company programs.



LEE MORSE

It's About Time!

It's a relief to note that radio stations are paying more attention to their morning and early afternoon programs, which have, previously, been so sadly neglected.

Commercial accounts were never too well educated as to the value of periods during the early day, and the poor housewife, as a result, was compelled to listen to sustaining programs which often were of little merit.

Of late, however, they have begun to realize that the morning and early afternoon hours can be used most advantageously. The woman of the house is sure to be in, and, in most cases, is more receptive to radio spiels at those hours. Her preparation for the evening meal is uppermost in her mind. What better time to impress her with the merits of this baking powder, or that canned vegetable?

We're glad the change has come. Maybe, soon, it will be possible to tune in any time at all and get entertainment.

Inside Stuff

• H. V. Kaltenborn, spokesman on the air for S. W. Strauss & Co., is one of the few radio speakers who talks extemporaneously before the microphone. . . . That "Inchy" in the Stebbins Boys skits heard nightly over WEA's network is played by Robert Strauss. Hobbie Stevens is played by Harry Humphrey. Both are well established radio character actors. . . . Jim Wallington is rapidly becoming one of NBC's ace announcers. Has a dramatic skit on Wednesdays, substitutes for Graham McNamee on the Fleischmann Hour, has a prominent part in the Sunday evening programs with Eddie Cantor and handles the Stebbins Boys nightly. . . . "The Three Bakers" program of Sunday, November 8th is entitled "The Three Bakers in Washington, or Who Remembers President Fillmore".

ABOUT ABE LYMAN

• Abe Lyman, whose Californians are heard thrice weekly over the WABC-Columbia network, used to be a taxi driver in Chicago, his home town. . . . Drove the first Yellow Cab to appear on the streets of the Windy City. . . . Played drums from childhood. . . . Worked in Chicago movie houses drumming for from nothing a week up to as much as \$5 a week. . . . Always got fired. . . . Lost count of the times he was fired. . . . Even his brother, Mike, fired him, which was Abe's biggest break, he will tell you. . . . Mike discharged Abe from his position as orchestra leader at Sunset Inn, Santa Monica, Calif., because Abe directed the band from the drums. . . . Abe took his band to Ship Cafe, Venice, Calif., where he played for such film stars as Norma and Constance Talmadge, Thomas Meighan, Blanche Sweet, Gloria Swanson, Charles Ray, Bebe Daniels and Clara Kimball Young.

Abe added four men to his 5-piece band and moved into Cocoanut Grove, at the Ambassador Hotel, in Los Angeles, where he was a reigning favorite for five years. Was featured with his band for seventy-two weeks in the Chicago company of "Good News". . . . Has made more than 250 best-selling phonograph records. . . . Has written several song hits, among them "Mary Lou," "Mandalay," "I Cried For You," "What Can I Say, Dear, After I Say I'm Sorry?" and "You Told Me to Go". . . . Took his band to London in 1929 to play a four-weeks' engagement at the Kit Kat Club. . . . Remained seven months, playing at the Kit Kat Club and the Palladium Theatre, in London, and at the Moulin Rouge and the Perroquet, in Paris. . . . He and his band were heard in more than a score of talkie-singing motion pictures. . . . Was engaged for his

present commercial program after the sponsors heard his record of "Milenberg Joys." . . . Lyman and his band were on the Pacific Coast at the time and didn't know anything about it.

Abe sometimes goes a couple of days at a time with nothing to eat but pears. . . . Smokes and chews cigars when working hard. . . . Says this helps him to concentrate. . . . Believes whatever success he has attained is due to his giving the public what it wants and not trying to educate the people to some new type of music.

Looking back over the last few years Abe Lyman recalls most vividly the following incidents:

Helping Paul Whiteman hire the men for his first dance orchestra job in the Alexandria Hotel, Los Angeles. Whiteman was playing with a five-piece string ensemble in the same hotel at that time.

Cashing the \$75 pay check for a young actress on the MGM lot who used to come to the Ambassador Hotel every Saturday and who was seen quite often with one of Lyman's saxophone players. . . . Joan Crawford.

Watching Ricardo Cortez, Norma Shearer and Billie Dove take their first screen tests.

Loaning \$20 to a young good-looking foreigner, who had been unsuccessful in his attempts to get into pictures, so that he might take out a girl. . . . the late Rudolph Valentino.

Giving saxophone lessons to a 15-year-old boy who always asked to be allowed to sit on the platform with the band an hour each night. . . . Howard Hughes, producer of "Hell's Angels."

Allowing another young boy to sit up with the band several nights each week. . . . Carl Laemmle, Jr., of Universal Pictures.

The Old Maestro

• Ben Bernie radio fans have become so numerous that, the sponsors of the "Old Maestro" have doubled his Tuesday evening time allotment over WABC.

Ben and his Blue Ribon Malt Orchestra, with a blending of wisecracks and unusual melodies, will be on the air for a half hour, 9:00 to 9:30 P.M. Formerly his broadcasts were confined to a quarter-hour period, 9:00 to 9:15 P.M.

Throughout the winter months Bernie's broadcasts will come from the Columbia studios in Chicago where he is packing them in at the College Inn, with the Reynolds sisters, Margaret and Lillian.



BEN BERNIE

On Soup Program—

• A new program series, which started Monday, October 26, brings WEA's audiences The Campbell Orchestra, directed by Howard Lanin, each Monday, Wednesday and Thursday from 7:15 to 7:30 P. M.

Alois Havrilla, NBC announcer heard during the former morning programs, sponsored by the Campbell Soup Co., of Camden, N. J., was selected as announcer for the new series of broadcasts.

Havrilla is one of the most prominent announcers on the National Broadcasting Company staff. He is also an accomplished baritone singer and has been heard on a number of programs.

The Campbell Orchestra, directed by Lanin, offers new arrangements of popular tunes during the instrumental phases of the program. Lanin and his musicians are known from Palm Beach to Bar Harbor.



ALOIS HAVRILLA

A Dime a Dance

• Janet Fields, formerly with the Show Boat Boys, is now a featured artist over WMCA. She is known as the Ten Cents A Dance Girl and broadcasts every Thursday at 2:15 P.M.



JANET FIELDS

Isn't It True!

• The incongruity of many radio programs offered by commercial sponsors could be eliminated with a little ingenuity. Although the nature of a program does not have to be in keeping with the merchandise that is being exploited, there could be a semblance of harmony to indicate that a little thought had been used by the program planners.

There is an absurd aspect to a program of classical masterpieces interspersed with announcements that Messrs. Bach, Beethoven, Wagner and Handel are coming to you under the auspices of the makers of a canned soup, vacuum sweeper or cough drop. It may be appropriate for a railroad or a serious publication of some sort to offer the "heavier" type of program, but it's a giggle to hear Mozart by the courtesy of "the makers of Monarch Lolli-pops—they melt in your mouth."

Periods advertising women's wear and such could advantageously embroider their presentation with music of Victor Herbert, suggestive of lace, frills, swishing silk and color. Cigar folk, virile and masculine, using the Radio could offer he-man themes,—lusty baritone solos like "Road to Mandalay", and the like.

There doesn't have to be a set routine or immutable order, but it wouldn't hurt to use the old noodle at times.

Has Hardest Job

• Orel Hancock, CBS production man, has one of the hardest jobs on record. The Baker Chocolate program, which features the Boswell voices, is under his supervision, and due to the fact that it is a commercial hour on the chain only, yet goes over WABC as "The Boswell Sisters" at the same time, he has to watch with eagle eyes the two control boards, the two engineers, and the two announcers, to see that each unit starts off on the same second. The announcers are housed in little telephone booths so that each voice goes over the right air waves. Phew!

PROGRAM FOR FRIDAY, NOVEMBER 13th

526 M.—WNYC—570 Kc.

11:00 A.M.—Correct Time, Police Reports
 11:05 A.M.—Department of Public Markets
 11:10 A.M.—Elizabeth Freeman "Our Canary Friends"
 11:20 A.M.—Croydon Trio
 11:45 A.M.—Department of Sanitation
 11:55 A.M.—Daily Message
 6:00 P.M.—Correct Time, Police Reports
 6:01 P.M.—Prelude
 6:05 P.M.—N. Y. Tuberculosis & Health Association
 6:15 P.M.—Emma Rolif—Soprano
 6:30 P.M.—French Lessons
 7:00 P.M.—Musical
 7:15 P.M.—Board of Estimate and Apportionment
 7:25 P.M.—Correct Time, Police Alarms

526 M.—WMCA—570 Kc.

8:00 A.M.—The Phantom Organist
 8:15 A.M.—Three Early Birds
 8:30 A.M.—Organ Revue
 8:45 A.M.—Harry Glick's Gym Class
 9:00 A.M.—Monsieur Sakele
 9:15 A.M.—Loughran Food Science Talk
 9:30 A.M.—Modern Living
 10:00 A.M.—Morning Glories
 10:15 A.M.—Acme Sunshine
 10:30 A.M.—Namm's Program
 10:45 A.M.—Marvette Lady
 12:00 N.—Mid-day Message
 12:15 P.M.—Phillips String Ensemble
 12:30 P.M.—W-T. Stock Quotations
 1:00 P.M.—Dreaming of Foreign Lands
 1:15 P.M.—"The Talking Pianist"
 1:30 P.M.—Luncheon Musicale
 1:45 P.M.—Mirror Reflections
 2:00 P.M.—Bide Dudley's Dramatic Review
 2:05 P.M.—Pages of Broadway
 2:15 P.M.—Mirror Reflections
 2:30 P.M.—Singing Pianist—John Jarvis
 2:45 P.M.—Jack Filman, sport chat
 3:00 P.M.—Dusky Strollers
 3:30 P.M.—In a Spanish Patio
 4:00 P.M.—Musical Moments
 4:15 P.M.—Mozart String Ensemble
 4:30 P.M.—The Phantom Organist
 5:00 P.M.—Sally Orchestra
 5:30 P.M.—Quaker Puzzle Man
 5:35 P.M.—Beauty Etiquette
 5:45 P.M.—Red Devils with Junior Smith
 7:30 P.M.—Finkenburg Entertainers
 8:00 P.M.—"Broadway Strollers"
 8:15 P.M.—Three Little Sacks
 8:30 P.M.—Edna Wallace Hopper
 8:45 P.M.—"The Viennese Lover"
 8:55 P.M.—Success Interview
 9:00 P.M.—Chevrolet Chronicles
 9:30 P.M.—Madison Square Bouts
 11:00 P.M.—Richfield Golden Trail of Melody
 11:15 P.M.—Sleepy Time Club
 11:30 P.M.—Florence Richardson Orchestra
 12:00 M.—Bide Dudley's Dramatic Review
 12:05 A.M.—Snooks Friedman
 12:30 A.M.—Black Cat Orchestra
 1:00 A.M.—Village Grove Nut Club

454 M.—WEAF—660 Kc.

6:45 A.M.—Tower Health Exercises
 8:00 A.M.—Gene and Glenn—Quaker Early Birds
 8:15 A.M.—Morning Devotions
 8:30 A.M.—Cheerio
 9:00 A.M.—Melodic Gems
 9:15 A.M.—Tom Waring's Troubadours
 9:45 A.M.—Our Daily Food—Col. Goodbody
 10:00 A.M.—Mrs. Blake's Radio Column
 10:15 A.M.—Dr. Royal S. Copeland—Sterling Products Program
 10:30 A.M.—Betty Crocker—General Mills Program
 10:45 A.M.—Savory Kitchen Institute
 11:00 A.M.—NBC Music Appreciation Hour—Walter Damrosch, director
 12:00 N.—General Electric Home Circle
 12:15 P.M.—Mariani and his Marionettes
 12:30 P.M.—Black and Gold Room Orchestra
 1:00 P.M.—Market and Weather Reports
 1:15 P.M.—Henry Tobias' Orchestra
 1:30 P.M.—Hotel New Yorker Orchestra
 2:00 P.M.—To be announced
 2:15 P.M.—Echoes of Erin
 2:45 P.M.—Mme. Gainsborg, pianist
 3:00 P.M.—Woman's Radio Review
 4:00 P.M.—Betty Moore, decorating notes
 4:15 P.M.—Twilight Voices
 4:30 P.M.—Phil Spitalny Tea Dansante
 5:00 P.M.—The Lady Next Door
 5:30 P.M.—Dolly Connelly, songs
 5:45 P.M.—Rex Cole Mountaineers
 6:00 P.M.—Waldorf-Astoria Orchestra
 6:30 P.M.—Ray Perkins, the Old Topper
 6:45 P.M.—Swift Program
 7:00 P.M.—Major Bowes' Family—Capitol Theatre
 7:30 P.M.—Prince Albert Quarter Hour
 7:45 P.M.—The Goldbergs—Pepsodent Program
 8:00 P.M.—Cities Service Orchestra
 9:00 P.M.—The Cluquet Club—"Eskimo Night Club"
 9:30 P.M.—Pond's Dance Program
 10:00 P.M.—Florsheim Frolic
 10:30 P.M.—RKO Theatre of the Air
 11:00 P.M.—Vincent Lopez and his Orchestra
 12:00 M.—Cab Calloway and his Orchestra
 12:30 A.M.—Teddy Black and his Orchestra

422 M.—WOR—710 Kc.

6:45 A.M.—Gym Classes
 8:00 A.M.—Al Woods
 8:15 A.M.—Mr. & Mrs. Reader
 8:30 A.M.—Martha Manning
 8:45 A.M.—Musical Novelettes
 9:00 A.M.—Miss Catherine 'n' Calliope
 9:30 A.M.—Sherman Keen's Orchestra
 9:45 A.M.—The Right Word
 10:00 A.M.—Kathleen Gordon, Soprano
 10:15 A.M.—Going Places
 10:30 A.M.—Charm Hour
 10:45 A.M.—Personality Perfume Program
 11:00 A.M.—What to Eat & Why
 11:30 A.M.—Goudiss School of Cooking
 11:45 A.M.—Dagmar Perkins
 12:00 N.—Journal of the Air
 12:15 P.M.—Economy Program
 12:20 P.M.—Music
 12:25 P.M.—Dah-Ray
 12:30 P.M.—Maurer's Concert Ensemble

1:00 P.M.—Baudiste and the Olympians
 1:30 P.M.—Luncheon Music
 2:00 P.M.—N. J. Community Chest
 2:15 P.M.—To be announced
 2:30 P.M.—German Lessons
 2:45 P.M.—Ridgely Hudson, tenor
 3:00 P.M.—Ariel Ensemble
 3:30 P.M.—Danny Hope's Orchestra
 4:00 P.M.—Newark Music Foundation
 4:30 P.M.—Bob Totinan & Joe Worms
 4:45 P.M.—Charles Way, Baritone
 4:57 P.M.—Program Resume
 5:00 P.M.—To be announced
 5:05 P.M.—Fred Kinsley, organ recital
 5:30 P.M.—Jack Lait and Guest Artists
 5:44 P.M.—Pollyanna Program
 5:59 P.M.—Weather Report
 6:00 P.M.—Uncle Don
 6:30 P.M.—Journal of the Air
 6:45 P.M.—Paul Gallico's Sports Predictions
 7:00 P.M.—Bill Crawford: "Reminiscences"
 7:15 P.M.—Boys Club
 7:30 P.M.—Famous Beauties of History
 7:45 P.M.—Remington Rhythm Rounders
 8:00 P.M.—Maxwell House Dixie Ensemble
 8:30 P.M.—Around the Town
 9:00 P.M.—Hoffman's Concert, Joseph Pasternack

10:00 P.M.—Fox Fur Trappers
 10:15 P.M.—Herbert's Diamond Entertainers
 10:45 P.M.—Globe Trotter
 11:00 P.M.—Time, Weather Report
 11:03 P.M.—Will Oakland's Orchestra
 11:30 P.M.—Moonbeams

395 M.—WJZ—760 Kc.

7:30 A.M.—A Song for Today
 7:45 A.M.—Jolly Bill and Jane—Cream of Wheat Program
 8:00 A.M.—On the 8:15
 8:15 A.M.—Sunbirds
 8:30 A.M.—Bissell Pick-ups
 8:45 A.M.—Sunbirds
 9:00 A.M.—"The Laugh Club"
 9:15 A.M.—Everyday Beauty—P. Beiersdorf Program
 9:30 A.M.—"Beautiful Thoughts"—Montgomery Ward Programs
 9:45 A.M.—Miracles of Magnolia
 10:00 A.M.—Ray Perkins—Andrew Jergens' Program

SPECIALS FOR TODAY

4:00 P.M. . . WABC—Light Opera Gems

4:15 P.M. . . WJZ—Radio Guild Drama—Hamlet, Part 2

5:00 P.M. . . WABC—Curtis Institute of Music Program

9:30 P.M. . . WMCA—Madison Square Bouts

10:15 A.M.—Dance Miniature
 10:30 A.M.—Our Daily Food—talk, Col. Goodbody
 10:45 A.M.—Ford and Wallace
 11:00 A.M.—NBC Music Appreciation Hour—National Orchestra, Walter Damrosch, director
 12:00 N.—Vocal Varieties
 12:15 P.M.—Pat Barnes in Person—Swift & Co. Program
 12:30 P.M.—National Farm and Home Hour
 1:30 P.M.—Mid-day Musicale
 2:00 P.M.—Mrs. Julian Heath—food talk
 2:15 P.M.—Weather Reports
 2:20 P.M.—Tuneful Times
 2:45 P.M.—Mormon Tabernacle Choir and Organ
 3:15 P.M.—Rochester Philharmonic Orchestra
 4:00 P.M.—Syncopeators
 4:15 P.M.—Radio Guild—"Hamlet", Part II
 5:15 P.M.—Fire Side Songs
 5:30 P.M.—Al and Pete
 5:15 P.M.—Little Orphan Annie—Wonder Program
 6:00 P.M.—Raising Junior—Wheatena serial
 6:15 P.M.—Coon-Sanders' Orchestra
 6:25 P.M.—Talk, John B. Kennedy
 6:30 P.M.—Sundial Bonnie Laddies
 6:45 P.M.—Literary Digest Topics
 7:00 P.M.—The Pepsodent Program—Amos 'n' Andy
 7:15 P.M.—Boscol Moments
 7:30 P.M.—Phil Cook—the Quaker Man
 7:45 P.M.—Esso Program—"Believe It or Not" Bob Ripley
 8:00 P.M.—Nestle's Program
 8:30 P.M.—Smith Brothers, Trade and Mark
 8:45 P.M.—Sisters of the Skillet
 9:00 P.M.—Interwoven Pair—Billy Jones and Ernie Hare
 9:30 P.M.—Paul Program
 10:00 P.M.—Arml Whitehead's Paint Men—Allied Quality Paint Group
 10:30 P.M.—Clara, Lu and Em—Colgate-Palmolive Program
 10:45 P.M.—Waves of Melody
 11:00 P.M.—Slumber Music
 11:30 P.M.—Jack Denny and his Orchestra
 12:00 M.—Russ Columbo
 12:15 A.M.—William Stoess and his Orchestra

370.2 M.—WPCH—810 Kc.

9:00 A.M.—Southern Dialect and Whistling
 9:15 A.M.—The Woman's Forum
 10:15 A.M.—Monsieur Sakele
 10:30 A.M.—"Medlin' Around"
 10:45 A.M.—Morning Symphonette
 11:15 A.M.—Gertrude Thomas
 11:30 A.M.—Organ Recital
 11:45 A.M.—John McLaughlin—Tenor
 12:00 N.—Maritime News
 12:05 P.M.—The Pep and Rhythm Girl

12:15 P.M.—Y M C A Talk
 12:30 P.M.—Helene Landshoff
 12:45 P.M.—A Baritone—Charles Singer
 1:00 P.M.—Betty Morris—Blues
 1:15 P.M.—The Play For To-Day
 1:30 P.M.—Jon Bush, Soprano
 1:45 P.M.—Highlights of Sports
 2:00 P.M.—Sweethearts of Radioland
 2:15 P.M.—The Woman About the House
 2:30 P.M.—The Sepia Thrillers
 2:45 P.M.—Falso Novelty Trio
 3:00 P.M.—Mirror Reflections
 3:15 P.M.—Herbert Weil and Ray Gold
 3:30 P.M.—Stock Quotations
 3:50 P.M.—Organ Recital
 4:00 P.M.—The Composer's Birthday Party
 4:30 P.M.—"Sunny South's Blues Yodeler"
 4:45 P.M.—Geo. Baker Syncopators
 5:00 P.M.—Al Vann and Bob Stanley
 5:15 P.M.—On a Coral Strand
 5:30 P.M.—The Stroller and his Girl Friend
 5:45 P.M.—Captain Joe's Stories
 6:00 P.M.—Crippled Children's Program
 6:15 P.M.—Finlandia Quartette

348.6 M.—WABC—860 Kc.

7:30 A.M.—Organ Revue
 8:00 A.M.—Morning Devotions
 8:15 A.M.—Something for Everyqne
 8:45 A.M.—Old Dutch Girl
 9:00 A.M.—The Commuters
 9:30 A.M.—Tony's Scrap Book
 9:45 A.M.—Morning Minstrels
 10:00 A.M.—Grant, Graham and Coughlin
 10:15 A.M.—Broad Bread Program—Julia Sanderson and Frank Crumit
 10:45 A.M.—Don and Betty
 11:00 A.M.—Rhythm Kings—Novelty Orchestra
 11:15 A.M.—"Unsweetened Desserts"
 11:30 A.M.—Melody Parade
 11:45 A.M.—"The Fitch Professors"
 12:00 N.—Yoeng's Orchestra
 12:30 P.M.—Columbia Revue
 1:00 P.M.—Pabst-Ette Varieties
 1:15 P.M.—Hotel Taft Orchestra
 1:30 P.M.—Barclay Orchestra
 2:00 P.M.—Columbia Artist Recital
 2:30 P.M.—American School of the Air
 3:00 P.M.—Huston Ray and His Orchestra

12:35 P.M.—Rudd and Field—Songcycle
 12:50 P.M.—Life Stories of Great Men
 1:30 P.M.—Y. M. C. A.
 1:45 P.M.—Marie Johnston Schaeffer
 2:00 P.M.—Gladys Hartman, Soprano
 2:15 P.M.—Ruth Calley, Pianist
 2:30 P.M.—Peggy Carroll, Contralto
 2:45 P.M.—Grant Kelliher, Baritone
 3:00 P.M.—Musical Bachelors
 3:25 P.M.—"Garden Hints"

297 M.—WRNY—1010 Kc.

1:00 P.M.—N. Y. Evening Air Post
 1:20 P.M.—Transcontinental Air News
 3:30 P.M.—Organ Recital
 4:00 P.M.—The Arabian Baritone
 4:15 P.M.—Uncle Roscoe's Rascals
 4:30 P.M.—Guy Nankivel—Tenor
 4:45 P.M.—Contract Bridge
 5:00 P.M.—Health Talk
 5:15 P.M.—Temple Emanuel Service
 6:15 P.M.—N. Y. Stock Quotations
 6:30 P.M.—Ivan Frank's Bavarian Orchestra
 7:00 P.M.—Announcements with records
 7:30 P.M.—N. Y. Evening Post Sports Talk
 7:45 P.M.—The Florence Stanley Players
 8:00 P.M.—Nino Ruis—Basso
 8:15 P.M.—Mitchell Schuster—Tangos
 8:45 P.M.—Hellenic Music
 9:00 P.M.—Greenwich Village Inn Orchestra

272.6 M.—WLWL—1100 Kc.

2:00-3:00 P.M.—Studio Program
 6:00 P.M.—Children's Corner Club
 6:15 P.M.—Sylvia Hammerslough
 6:30 P.M.—Songs—Bates and Gc
 6:45 P.M.—"Catholic News Flashes"
 7:00 P.M.—"An Interval with Beethoven"
 7:15 P.M.—"Songs our Mothers Used to Sing"
 7:30 P.M.—"Endorsed Motion Pictures"
 7:45 P.M.—"Football Prospects"

265 M.—WOV—1130 Kc.

8:15 A.M.—Financial Talk
 8:30 A.M.—Trio Royale
 8:45 A.M.—Morning Song
 9:00 A.M.—Your Problems
 9:15 A.M.—Tunej Tunes
 9:30 A.M.—Modern Living
 10:00 A.M.—Housewives' Gym Class
 10:15 A.M.—Fur Trappers
 10:45 A.M.—Mons. Sakele
 11:00 A.M.—Maytime Music
 11:30 A.M.—Readings, Dan Russell
 11:45 A.M.—Violin Solo
 12:00 N.—Your Health
 12:15 P.M.—Evelyn Wald, Blues
 12:30 P.M.—Nick Kenny's Poems with Daisy and Bob
 12:45 P.M.—Popular Tunes of Merit
 1:15 P.M.—Motion Picture Boy
 1:30 P.M.—Jack Healy's Trio
 3:00 P.M.—News Flashes
 3:15 P.M.—Miss Question Mark, Blues
 3:30 P.M.—De Santis Trio, Chamber Music
 3:45 P.M.—Boris Sasonoff—Baritone
 4:00 P.M.—Lenox Club Orchestra
 4:15 P.M.—Lenox Club Orchestra
 4:45 P.M.—Singing Troubadour
 4:55 P.M.—Financial Talk
 5:00 P.M.—Walter Kelly—Baritone
 5:15 P.M.—Rocquelle Gaby, Soprano
 5:30 P.M.—Fur Paraders

254 M.—WGBS—1180 Kc.

7:00 A.M.—Musical Clock
 8:00 A.M.—News Flashes
 8:15 A.M.—Wake-up Club
 8:45 A.M.—Rogers Radio Bazaar
 9:00 A.M.—Dagmar Perkins Morning Moods
 9:30 A.M.—Trio Royale
 9:45 A.M.—"Lucky Girl"—dramatic story
 10:00 A.M.—Hit of the Week Program
 10:15 A.M.—Gems from Operas
 10:30 A.M.—Mme. Fely Clement
 10:45 A.M.—"Your Handwriting"
 11:00 A.M.—Brooklyn Catholic Big Sisters
 11:30 A.M.—"Marriage is so Difficult"
 12:00 N.—Agnes Kun, pianist
 12:15 P.M.—A Morning with the Poets
 12:30 P.M.—Cleaveys Trio—luncheon music
 1:00 P.M.—Melodmakers Orchestra
 2:00 P.M.—Golden Hour
 3:00 P.M.—James Aswell, New Yorker
 3:15 P.M.—Afternoon Musical
 4:00 P.M.—Jacques Belser—popular songs
 4:15 P.M.—"A Spanish Lesson"
 4:30 P.M.—"Here and There"
 4:45 P.M.—Krausemeyer Broadcasting Station
 5:00 P.M.—James Bonnell, tenor
 5:15 P.M.—Hy Berry and His Orchestra
 5:30 P.M.—Song Stories—sketch
 5:45 P.M.—"Him and Her"—sketch
 6:00 P.M.—The Triangle Hour
 6:20 P.M.—Jack Norman's Sport Celebrities
 6:45 P.M.—Living Americans, Music Hour

230.6 M.—WHAP—1300 Kc.

8:00 P.M.—Music
 8:15 P.M.—Franklin Ford
 8:45 P.M.—Music
 9:00 P.M.—Americanu:
 9:30 P.M.—Music
 9:45 P.M.—Doctor Charles Fama
 10:15 P.M.—Listeners' Letters
 11:30 P.M.—Midnight Bells (Music)

222.1 M.—WMSG—1350 Kc.

9:00 A.M.—Gym Class
 9:15 A.M.—Story and Clarke Concert
 9:30 A.M.—News Flashes
 9:45 A.M.—Studio Presentation
 10:00 A.M.—A Thought for Today
 10:15 A.M.—Selma Hayman—Soprano
 10:30 A.M.—Eric Kohlenbeck—Basso
 10:45 A.M.—Rose Gerald—Soprano
 11:00 A.M.—Pure Facts and Pure Foods
 11:15 A.M.—Lucille Jocelyn—Soprano
 11:30 A.M.—French Lessons
 11:45 A.M.—Studio Presentation
 10:30 P.M.—Bronx Board of Trade
 10:45 P.M.—Morton Guryan—Crooner
 11:00 P.M.—Sports Resume
 11:05 P.M.—Brandels & Browne Program
 11:30 P.M.—Studio Presentation

297 M.—WPAP—1010 Kc.

9:30 A.M.—'Round House
 9:45 A.M.—In the Studio
 10:10 A.M.—David Bethé, Tenor
 10:15 A.M.—Lily Charles Armstrong
 10:30 A.M.—Paul Hutter
 10:45 A.M.—Miss Alvina Grabau, Song Recital
 11:00 A.M.—Fleming's Piccadilly Players
 11:30 A.M.—Jesse Goldberg, Popular Pianist
 12:00 N.—The Road to Beauty—Paula Andreo
 12:15 P.M.—Myrtle Anderson, Contralto
 12:30 P.M.—Industrial Home for the Blind Message

PROGRAM FOR SATURDAY, NOVEMBER 14th

526 M.—WNYC—570 Kc.

11:00 A.M.—Correct Time, Police Reports
 11:05 A.M.—"Retail Food Prices"
 11:15 A.M.—Musical
 11:25 A.M.—"Unemployment"
 11:35 A.M.—Musical
 11:45 A.M.—"Hints to Motorists"
 11:50 A.M.—Civil Service Announcements
 11:55 A.M.—Daily Message
 6:00 P.M.—Correct Time, Police Reports
 6:01 P.M.—Band of the Police Department
 7:00 P.M.—"The Weeks in Science"
 7:15 P.M.—Hayes Irish Orchestra
 7:30 P.M.—Correct Time, Football Scores
 7:35 P.M.—Dvorak & Lewine—Music
 8:00 P.M.—Police Choristers

526 M.—WMCA—570 Kc.

8:00 A.M.—The Phantom Organist
 8:15 A.M.—Three Early Birds
 8:30 A.M.—Organ Reveille
 8:45 A.M.—Harry Glick's Gym Class
 9:00 A.M.—Monsieur Sakele
 9:15 A.M.—Aunt Lillie with the Kiddies
 9:30 A.M.—Modern Living
 10:00 A.M.—Morning Glories
 10:15 A.M.—Toy Lady—Wendy Marshall
 10:30 A.M.—Namm's Program
 10:45 A.M.—Prof. Roy C. Hannaway
 12:00 N.—Mid-day Message
 12:15 P.M.—Phillips String Ensemble
 12:30 P.M.—W.-T. Stock Quotations
 1:00 P.M.—Bob Lightner's Orchestra
 1:30 P.M.—Will Oakland's Orchestra
 2:00 P.M.—Bide Dudley's Dramatic Review
 2:05 P.M.—Kiddle Scandals
 2:30 P.M.—"The Football Excursion"
 3:00 P.M.—Baseball—Sid Loberfeld
 3:15 P.M.—The Spanish Romancer
 3:30 P.M.—A Night In Moscow
 3:45 P.M.—Musical Moments
 4:00 P.M.—Pheips Phelps—talk
 4:30 P.M.—The Phantom Organist
 5:00 P.M.—Sally Orchestra
 5:30 P.M.—Broadway Magazine Program
 5:45 P.M.—Red Devils with Junior Smith
 8:30 P.M.—Will Oakland's Orchestra
 9:00 P.M.—Marty Beck's Orchestra
 9:30 P.M.—Success Interview
 9:35 P.M.—Ridgewood Grove Bouts
 10:30 P.M.—Three Little Sachs
 10:45 P.M.—Dave Abrams Orchestra
 11:00 P.M.—Lew Dolgoff Orchestra
 11:30 P.M.—Eddie Lane and Orchestra
 12:00 M.—Bide Dudley's Dramatic Review
 12:05 A.M.—Bob Lightner Orchestra
 12:35 A.M.—Phil Romano Orchestra
 1:00 A.M.—Coon-Sanders Orchestra
 3:05 A.M.—Sleepy Time Club

454 M.—WEAF—660 Kc.

6:45 A.M.—Tower Health Exercises
 8:00 A.M.—Gene and Glenn—Quaker Early Birds
 8:15 A.M.—Morning Devotions
 8:30 A.M.—Cheerio
 9:00 A.M.—Le Trio Charmante
 9:15 A.M.—Tom Warning's Troubadours
 9:45 A.M.—Our Daily Food—Col. Goodbody
 10:00 A.M.—Mrs. Blake's Radio Column
 10:15 A.M.—Breen and de Rose
 10:30 A.M.—Sonata Recital—Josef Stopak, violinist; Joseph Honti, pianist. I. Sonata in G. Major, Leken—Tres Modere—Tres Lent—Tres Anime
 11:00 A.M.—Two Seats in the Balcony
 11:30 A.M.—Keys to Happiness—piano lessons
 12:00 N.—Black and Gold Room Orchestra
 1:00 P.M.—Teddy Black's Orchestra
 1:30 P.M.—Henry Tobias' Orchestra
 2:00 P.M.—To be announced
 2:30 P.M.—Phil Spitalny's Orchestra
 2:45 P.M.—Georgia-Tulane Football Game
 5:30 P.M.—Dandies of Yesterday
 5:45 P.M.—Rex Cole Mountaineers
 6:00 P.M.—Waldorf-Astoria Orchestra
 6:30 P.M.—Mr. Bones and Company
 7:00 P.M.—John Fogarty
 7:15 P.M.—Laws that Safeguard Society
 7:30 P.M.—Prince Albert Quarter Hour
 7:45 P.M.—The Goldbergs—Pepsodent Program
 8:00 P.M.—Civic Service Program
 8:30 P.M.—National Advisory Council
 9:00 P.M.—American Liberal Arts Colleges Program—speakers: President Hoover, John H. Finley, Robert L. Kelly, Dr. A. N. Ward
 9:30 P.M.—Club Valspar
 10:00 P.M.—Lucky Strike Dance Hour
 11:00 P.M.—Lee Morse, song recital
 11:15 P.M.—Jesse Crawford
 11:30 P.M.—Coon-Sanders Orchestra
 12:00 M.—Rudy Vallee
 12:30 A.M.—Vincent Lopez's Orchestra

422 M.—WOR—710 Kc.

6:45 A.M.—Gym Classes
 8:00 A.M.—Al Woods
 8:15 A.M.—Mr. and Mrs. Reader
 8:30 A.M.—Martha Manning
 8:45 A.M.—Musical Novelties
 9:00 A.M.—Miss Cath'rine 'n' Calliope
 9:30 A.M.—Musical Dictionary
 9:45 A.M.—Girl and Boy Scout News
 10:00 A.M.—Young Aviators of America
 10:15 A.M.—Florence Stimmel & Orchestra
 10:30 A.M.—To be announced
 10:45 A.M.—Bamberger Stamp Club
 11:00 A.M.—What to Eat and Why
 11:30 A.M.—The Story Teller
 11:45 A.M.—Patriotic Calendar
 12:00 N.—Journal of the Air
 12:15 P.M.—Huger Elliot—A Colonial Silver-smith
 12:30 P.M.—Chic Winter's Dance Orchestra
 1:00 P.M.—Mid-day Diversions
 1:30 P.M.—Ernie Krickett's Orchestra
 2:00 P.M.—Puritan Trio
 2:15 P.M.—To Be Announced
 4:55 P.M.—Program Resume
 5:00 P.M.—Varsity Collegians
 5:30 P.M.—French Course—Dr. T. Clark
 5:55 P.M.—Weather Report
 6:00 P.M.—Uncle Don
 6:30 P.M.—Journal of the Air
 6:45 P.M.—Concert Ensemble
 7:15 P.M.—To be announced
 7:30 P.M.—Jack Berger's Dance Orchestra
 8:00 P.M.—Little Symphony Orchestra
 9:00 P.M.—Allan Broms—"Making Eyes—and How"
 9:15 P.M.—Cliff Hammons
 9:30 P.M.—Allen Wood and his Orchestra
 10:00 P.M.—Frank and Flo—the Strollers
 10:15 P.M.—WOR Minstrels
 10:30 P.M.—Globe Trotter
 10:45 P.M.—Time, Weather Report
 11:00 P.M.—Dance Orchestra
 11:15 P.M.—Julian Woodworth's Orchestra

395 M.—WJZ—760 Kc.

7:30 A.M.—A Song for Today
 7:45 A.M.—Jolly Bill and Jane—Cream of Wheat Program
 8:00 A.M.—On the 8:15
 8:15 A.M.—Sunbirds
 9:00 A.M.—"The Laugh Club"
 9:15 A.M.—Morning Glories
 9:30 A.M.—"Beautiful Thoughts"—Montgomery-Ward Program
 9:45 A.M.—Miracles of Magnolia
 10:00 A.M.—Dance Miniature
 10:30 A.M.—Our Daily Food—talk, Col. Goodbody
 10:45 A.M.—Ford and Wallace
 11:00 A.M.—Celebrated Sayings
 11:30 A.M.—Blue Blazers
 11:45 A.M.—Jill and Judy
 12:00 N.—Vocal Varieties
 12:15 P.M.—Pat Barnes in Person—Swift & Co. Program
 12:30 P.M.—National Farm and Home Hour
 1:30 P.M.—Luncheon Concert
 1:45 P.M.—Navy—Notre Dame Football Game
 4:40 P.M.—Chicago Ensemble
 5:00 P.M.—Musical Moments
 5:30 P.M.—Al and Pete
 5:45 P.M.—Little Orphan Annie—Wonder Program
 6:00 P.M.—Raising Junior—Wheatona serial
 6:15 P.M.—The Gruen Answer Man
 6:30 P.M.—Breyer Leaf Boys
 6:45 P.M.—Literary Digest Topics
 7:00 P.M.—The Pepsodent Program—Amos 'n' Andy

265 M.—WOV—1130 Kc.

10:30 A.M.—New World Salon Orchestra
 11:00 A.M.—Adventures of Helen and Mary
 11:30 A.M.—Columbia Review
 12:00 N.—Yoeng's Orchestra
 12:45 P.M.—Wingate Athletic Broadcast
 1:00 P.M.—Hotel Taft Orchestra
 1:15 P.M.—Football Souvenir Program
 1:30 P.M.—Pittsburgh-Army Football Game
 4:30 P.M.—Spanish Serenade
 5:00 P.M.—Duchin's Casino Orchestra
 5:45 P.M.—Tropic-Aire Program
 6:00 P.M.—Village Inn Orchestra
 6:30 P.M.—Connie Boswell
 6:45 P.M.—Bird and Vash
 7:00 P.M.—The Political Situation in Washington Tonight, Frederic William Wile
 7:15 P.M.—Cremo Presents Bing Crosby
 7:30 P.M.—How to Dance the Westchester
 7:45 P.M.—The Camel Quarter-Hour, Morton Downey
 8:00 P.M.—The Mills Brothers
 8:15 P.M.—Sterling Products Program
 8:30 P.M.—La Palina Presents Kate Smith and Her Swanee Music
 8:45 P.M.—Chicago Variety Program
 9:00 P.M.—Carborundum Hour
 9:30 P.M.—National Radio Forum from Washington, D. C.
 10:00 P.M.—Hank Simmons' Show Boat
 11:00 P.M.—Biltmore Orchestra
 11:15 P.M.—Jack Miller
 11:30 P.M.—Belasco's Orchestra
 11:45 P.M.—Nocturne, Ann Leaf
 12:00 M.—Guy Lombardo and His Royal Canadians
 12:30 A.M.—St. Moritz Orchestra
 1:00 A.M.—Park Central Orchestra
 1:30 A.M.—Dave Abrams' Barn Orchestra

254 M.—WGBS—1180 Kc.

8:15 A.M.—Financial Talk
 8:30 A.M.—Trio Royale
 8:45 A.M.—Morning song
 9:00 A.M.—Personal Problems
 9:15 A.M.—Tuncy Tunes
 9:30 A.M.—Modern Living
 10:00 A.M.—Housewives' Gym Class
 10:15 A.M.—Fur Trappers
 10:45 A.M.—Mons. Sakele
 11:00 A.M.—Maytime Music
 11:30 A.M.—Readings
 11:45 A.M.—Irving Eiseman—Tenor
 12:15 A.M.—Blue Boys
 12:30 P.M.—City Free Employment
 12:45 P.M.—Tunes of Merit
 1:15 P.M.—Doc Carr's Musical Interues
 1:45 P.M.—Your Health
 2:00 P.M.—Koecher Brothers
 2:15 P.M.—Lorene Rising—Soprano
 2:30 P.M.—Eillean Joyce—Contralto
 2:45 P.M.—Al Simmons
 3:00 P.M.—News Flashes
 3:15 P.M.—Pisani's Collegians
 3:45 P.M.—Austin Horton, African Tenor
 4:15 P.M.—Arrighi's Singers
 4:45 P.M.—Singing Troubadour
 4:55 P.M.—Financial Talk
 5:00 P.M.—Lester Jablow—Soprano
 5:15 P.M.—Uke Joyner, Uke and Song
 5:30 P.M.—Fur Paraders

254 M.—WGBS—1180 Kc.

7:00 A.M.—Musical Clock
 8:00 A.M.—News Flashes
 8:15 A.M.—Wake-up Club
 8:45 A.M.—Rogers Radio Bazaar
 9:00 A.M.—Dagmar Perkins Morning Moods
 9:30 A.M.—Trio Royale
 9:45 A.M.—"Lucky Girl"—dramatic story
 10:00 A.M.—Gregoire Franzell "A Piano Interlude of Modern French Music"
 10:30 A.M.—Fred Steele "Songs of Yesterday"
 10:45 A.M.—Children's Radio League
 11:15 A.M.—Diana Bragg, songs at the piano
 11:30 A.M.—The London Crime Hour—sketch
 11:45 A.M.—Billie Charms—blues
 12:00 N.—David Gornston "Musical Angles"
 12:15 P.M.—Helen Mehrtons—songs
 12:30 P.M.—Julie Armbruster—monologues
 12:45 P.M.—Burr Crandall—baritone
 3:00 P.M.—Fourteen Bricktops Orchestra
 3:30 P.M.—Chick Winters Empire State Orchestra
 4:00 P.M.—Enzo Benfante—baritone
 4:15 P.M.—Tap Dancing Lesson by Wm. McPherson
 4:30 P.M.—James Aswell, "The Roving New Yorker"
 4:45 P.M.—Gosselin Sisters—harmony
 5:00 P.M.—Mickie Blues Orchestra
 5:30 P.M.—Frank Jahoda's Orchestra
 6:05 P.M.—Erin's Isle Orchestra with Seamus O'Dogherty, tenor
 6:30 P.M.—Yvonne LeClaire—English Variety Actress
 6:45 P.M.—"The Fiddle and I"

230.6 M.—WHAP—1300 Kc.

6:00 P.M.—Music
 6:45 P.M.—Italian Protestant Talk
 7:05 P.M.—Music
 7:15 P.M.—Americanus
 7:40 P.M.—Music
 7:45 P.M.—Franklin Ford, Talk
 8:15 P.M.—Music
 8:30 P.M.—"Ireland and Rome"
 9:00 P.M.—Music
 9:15 P.M.—"The Vatican"
 9:45 P.M.—Franklin Ford
 11:00 P.M.—Midnight Bells (Music)

222.1 M.—WMSG—1350 Kc.

12:00 N.—Rudolph Loncke—Violinist
 12:15 P.M.—Marjorie McGrath—Pianologue
 12:30 P.M.—George Williams—Tenor
 12:45 P.M.—Bobbie De Fay—Popular Songs
 1:00 P.M.—Salvatore Virzi—Concert Pianist
 1:15 P.M.—Doris Thornton—Contralto
 1:30 P.M.—Children's Welfare
 1:45 P.M.—Junior Violin Trio
 2:00 P.M.—Selma Hayman—Soprano
 2:10 P.M.—Einar Schultz—Baritone
 2:20 P.M.—Sally Morton—Blue Singer
 2:30 P.M.—Joseph Maher—Tenor
 2:45 P.M.—Grace Geiger—Soprano
 6:00 P.M.—Jeanette Yanover—Soprano
 6:15 P.M.—Flo Stabile—Uke & Songs
 6:30 P.M.—Wee Bits o' Scotch
 6:40 P.M.—Florence Stanley—Soprano
 6:50 P.M.—Mack & Jack—Songs
 7:00 P.M.—Sports Resume
 7:10 P.M.—Joseph Mendelsohn—Program
 7:45 P.M.—True Foster—Soprano
 8:00 P.M.—Eddie Morrissey—Irish Baritone
 8:10 P.M.—Pauline Kahn—Fashion Talk
 8:15 P.M.—Hollywood Club Orchestra

SPECIALS FOR TODAY

12:45 P.M. . . WABC—Wingate Athletic Broadcast
 8:00 P.M. . . WOR—Little Symphony Concert
 9:00 P.M. . . WEF—American Liberal Arts College Program—Pres. Hoover speaker.
 9:00 P.M. . . WJZ—Chicago Civic Opera Concert

FOOTBALL BROADCASTS—

1:30 P.M. . . WABC—Pittsburgh - Army
 1:45 P.M. . . WJZ—Notre Dame - Navy
 2:45 P.M. . . WEF—Georgia - Tulane

7:15 P.M.—Tastyest Jesters
 7:30 P.M.—Benrus Program
 7:45 P.M.—Radio's Greatest Lover—Affiliated Products Program
 8:00 P.M.—Danger Fighters
 8:30 P.M.—Dance with Countess D'Orsay
 9:00 P.M.—Chicago Civic Opera
 9:30 P.M.—The First Nighter—Compana Program
 10:00 P.M.—Cuckoo Hour
 10:30 P.M.—Clara, Lu and Em—Colgate-Palmolive Program
 10:45 P.M.—Twenty Fingers of Harmony
 11:00 P.M.—Slumber Music
 11:30 P.M.—Russ Columbo
 11:45 P.M.—Lew White Organ Recital
 12:00 M.—Mildred Bailey and Jesters
 12:15 A.M.—Paul Whiteman's Orchestra

370.2 M.—WPCH—810 Kc.

9:00 A.M.—Dialect and Whistling
 9:15 A.M.—Dan Ashley
 9:30 A.M.—Program Resume
 9:35 A.M.—Beth Young—Contralto
 9:45 A.M.—Buddy Club
 10:00 A.M.—Cute Little Miss—Janet Wallen
 10:15 A.M.—Monsieur Sakele
 10:30 A.M.—Song Valentines
 11:00 A.M.—Pages from the Classics
 11:15 A.M.—Worth Your While
 11:30 A.M.—Organ Recital
 11:45 A.M.—"Knighthood of Youth"
 12:00 N.—Maritime News
 12:05 P.M.—The Week-Enders
 12:45 A.M.—Herbert Basch
 1:00 P.M.—"Two Cavaliers"
 1:15 P.M.—Ragging the Blacks and Whites
 1:30 P.M.—Building Castles in Dreamland
 1:45 P.M.—The Rajahs of Rhythm
 2:15 P.M.—Charles Della Bovi
 2:30 P.M.—In a Concert Hall
 3:15 P.M.—Kiddie Follies
 4:15 P.M.—The Melodeer
 4:30 P.M.—The Newcomers Hour
 5:00 P.M.—The Community Players
 5:30 P.M.—Plantation Melodies
 5:45 P.M.—Jewish Federation Talk
 6:00 P.M.—Around a Gypsy Campfire

348.6 M.—WABC—860 Kc.

7:30 A.M.—Organ Reveille
 8:00 A.M.—Morning Devotions
 8:15 A.M.—The Melody Musketeers
 8:30 A.M.—Something for Everyone
 9:00 A.M.—The Commuters
 9:30 A.M.—Tony's Scrap Book
 9:45 A.M.—Morning Minstrels
 10:00 A.M.—Jewish Art Program

297 M.—WHN—1010 Kc.

1:30 P.M.—Luncheon Music
 2:00 P.M.—Cameron King, Seafaring Talks
 2:15 P.M.—Walter Seeger Orchestra
 2:45 P.M.—Norma Laken, Songs
 3:00 P.M.—U. S. Health Talk
 3:15 P.M.—Clifford Blond Presents
 3:30 P.M.—Harmony Team
 3:45 P.M.—Anton Varady, Concert Pianist

297 M.—WPAP—1010 Kc.

4:00 P.M.—Concord Club Orchestra
 4:30 P.M.—Guillermo de Castro, Baritone
 4:45 P.M.—Norma Madden, Soprano
 5:00 P.M.—John Smith, Violinist
 5:15 P.M.—Josephine Watson, Soprano
 5:30 P.M.—Miss Mary Hungerford
 5:45 P.M.—Prof. A. Varadi, Pianist
 6:00 P.M.—Jack Phillips, Bass-Baritone
 6:15 P.M.—Ruth Kern, Ballads
 6:30 P.M.—Violet Reiser at the Piano
 6:45 P.M.—The Soothing Serenader
 7:00 P.M.—Mills and Applewhite, Duo
 7:15 P.M.—Allan Brom's Science Chats
 7:30 P.M.—Half Hour with Bobby Burns

297 M.—WENY—1010 Kc.

9:30 A.M.—Harry Glick's Class
 10:00 A.M.—Great Men Among my Parishioners—Alfred Penney
 10:15 A.M.—Recorded Program
 11:00 A.M.—Schullstrom Recorded Program
 11:45 A.M.—A. B. Shaw—Tenor
 12:00 N.—Organ Recital
 12:30 P.M.—Bronx Kiddie Hour
 1:00 P.M.—N. Y. Evening Air Post
 1:15 P.M.—N. Y. Stock Quotations
 8:00 P.M.—Dick's Corsicans
 8:30 P.M.—A Trip to Palestine
 8:45 P.M.—"Louise"
 9:00 P.M.—Don Avalon's Greek Hour
 9:30 P.M.—Elmo Russ at the Piano
 9:45 P.M.—In the Green Room
 10:00 P.M.—Harold Munsch's Orchestra
 10:30 P.M.—Organ Recital
 11:00 P.M.—Schullstrom Recorded Program
 11:30 P.M.—Don Carlos' Marimba Band
 12:00 M.—Harold Munsch's Orchestra

272.6 M.—WLWL—1100 Kc.

6:00 P.M.—Cosmic Ensemble
 6:45 P.M.—"The Voice of the Missions"
 7:00 P.M.—Studio Program
 7:15 P.M.—Innisfall Quartette
 7:45 P.M.—David Healy, Basso

NOTE

Which would you prefer—
 programs listed as above,
 or according to the hour?
 Please write your preference to

PROGRAM EDITOR
 RADIO GUIDE

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This radio does double duty and we feel you should consider it seriously. First of all, it's a 7-tube superheterodyne; secondly, it's a mahogany-veneer bookcase of the Sheraton type. Six months guarantee, tubes, installation, \$69.75



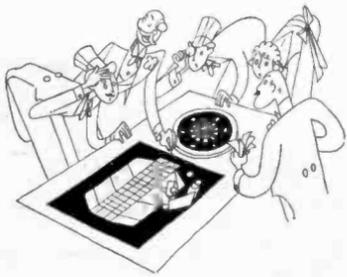
You can play football after dark, or baseball when it's raining, with this official football-baseball and radio scoreboard. It is great pastime for young and old. We're selling them to football fans by the dozens. You can buy one for \$5.44



THE GREAT AMERICAN NIGHT CLUB OF 1931



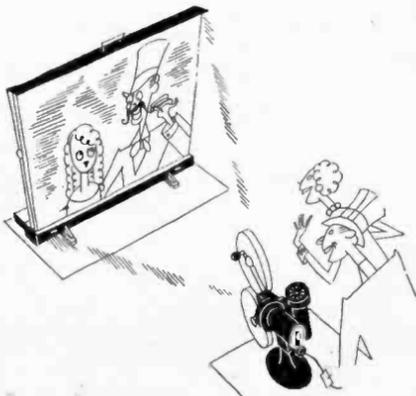
Add to your list of necessary game accessories. Poker chips, 44¢ a hundred, and a fine turned-wood poker rack with tooled leather cover. Playing cards that fit in the rack, 23¢ pack. The outfit, including rack, which is \$2.97, comes to \$4.29



For those who enjoy mild gambling we've a splendid special in a chromium-plated roulette wheel, eight inches in diameter. You won't find it elsewhere because it's exclusive with Macy's. A felt layout goes with wheel. Complete, \$11.89



High-flying at home is possible if Dad will buy one of our aeroplane construction sets for Junior and then send him to bed so he can construct it himself. This set is a Curtiss-Hawk, with full equipment and full-size drawings. \$2.79



Taking and also showing motion pictures in the parlor should prove a pleasant pastime through the cold winter nights if you have good equipment. Camera, equipped with f.35 lens, \$119. Projector, \$162. Screen, 36" x 48", \$24.89

IN CASE you don't plan to go out nights this year, here are a few suggestions that call for only a modest investment, but guarantee a good return on your money. Your family and friends can work on this entertaining Macy merchandise all Winter, and have such a good time doing it that they won't mind looking on home as the great American night club of 1931. We illustrate only a few of the many items waiting for you now in the spacious new quarters made available by the completion of our Seventh Avenue Addition. Come and see what an attractive and comfortable place we have for customers on pleasure bent. Incidentally, prices are low and assortments are so wide we're sure we can make anybody in town happy without any trouble.

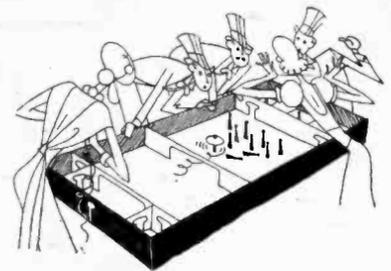
FIFTH FLOOR

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It is Macy's policy to endeavor to undersell, by at least 6%, the marked prices of others who do not sell exclusively for cash.



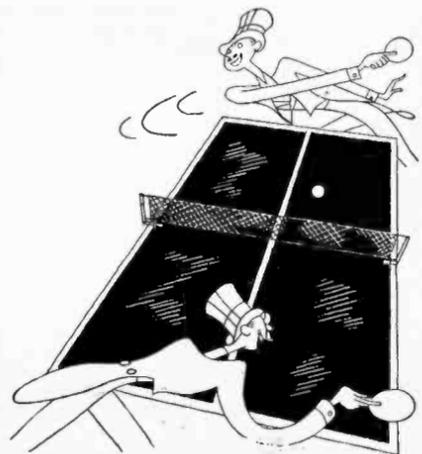
"Life is just a Bowl of Cherries," but you don't mind so much when you hear this record. One of our best-sellers. Others—"Have a Heart," "Sweet and Lovely," "My Song," "Good Night Sweetheart," "Time on My Hands." ea. 61¢



We can think of lots of games to play but none more fascinating and full of action than Racketeer, \$7.94. Kikit' is fun, too, and costs \$18.79. We've complete sets of backgammon, also, including dice, cups, board, and men for \$4.24



All the young folks gather 'round when they hear a ukulele playing. We have a model with good tone quality. It looks quite expensive and sounds even more so when in good hands, but we sell it for a typical Macy low figure of only \$3.94



Get into action! Club days may be spent at home. Play indoor tennis and keep-in trim. We have a moderately priced indoor tennis set, four rackets and balls, clamp and net—\$1.88. The table has a solid top. Regulation size. \$22.89