

RADIOLOG

What's On The Air

WEEK OF MARCH 27, 1932

5c
Per Copy



EMILY McKENZIE

(Story on Page 27)

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Vol. 1

March 27, 1932

No. 47

LINDBERGH CASE PROVIDES NEW THOUGHTS

The broadcasters confess that the Lindbergh kidnapping case has given them some new thoughts on news broadcasting.

They rushed to the scene in New Jersey as they have to Roosevelt Field in the past to broadcast the arrival of a transatlantic airplane. But they now observe that the news event of an airplane landing, the arrival of a national hero at the Battery or a welcome at City Hall takes a comparatively short time from the regular broadcasting schedule.

After a week at Hopewell and Trenton flashing bulletins of the kidnapping they began to realize that such a prolonged event belongs to the press more than to radio. It cost the National Broadcasting Company \$2,800 a day to send out the kidnapping bulletins, whereas, had they remained in the studio and broadcast bulletins supplied by the press associations, the expense would have been greatly reduced. They kept the carrier waves on the air all night and that alone cost \$1,600 from 1 to 6 A. M. There was also the expense of maintaining a staff of announcers and engineers in New Jersey.

A representative of the Columbia System said that the expense for a week of broadcasting the Lindbergh bulletins was \$15,000.

The broadcasters have a limited time, in fact, about eighteen productive hours a day, and if that time is cut into by news broadcasts which net no revenue it becomes a costly undertaking. At the end of a week some of the broadcasters began to wonder if it would not be wise to withdraw and handle press bulletins and cease commenting on and analyzing the situation.

Furthermore, the radio people learned from their experience in New Jersey that they must be extra careful in broadcasting from the scene of a news event.

They have discovered that they must take precautions to prevent rumors from passing through the microphone. They point out that a newspaper has an opportunity to verify rumors before going to press, whereas an announcer if too quick to put false reports on the air cannot recall it for correction even a minute later. He finds that he must apologize to the invisible audience. They have learned that so-called ethereal editorial comment is dangerous, and so, as the case progressed, they ceased analysis of the situation and broadcast only facts that could not be misconstrued in any way to injure the possibilities of finding the child.

Naturally, the program sponsors, those who pay for the regular programs, are not averse to the broadcasters injecting important news into the hours of the day as long as they do not interfere with the entertainment. The sponsors are aware that, with public interest at a high pitch and with the microphones on the scene, their audience is much larger than usual because of the suspense overhanging loud-speakers from coast to coast.

The broadcasters outlined their purpose as follows "To keep continuously on the air and stand ready to flash the news if the missing child should be found and to give every assistance in communication."

Thousands of listeners telephoned and wrote to the stations throughout the country offering suggestions and plans for the restoration of the boy. They were all forwarded to Governor Moore's office.

SUNDAY, MARCH 27, 1932

WBZ-WBZA—BOSTON (303m) 990k

A. M.
 8:30—Easter Service
 9:30—Paramount Organ—Pomerat
 9:45—Safety Crusaders
 10:00—Mexican Typica Orchestra
 10:15—Rev. Donald G. Barnhouse
 10:45—Church of the Unity
P. M.
 12:01—Principato Hawaiians
 12:30—Morey Pearl's Orchestra
 1:00—Symphonic Hour
 2:00—Yardly Program
 2:30—Yeast Poamers
 3:00—Unitarian Hour
 3:30—Swift Garden Party
 4:00—Kappa Gamma Psi Ensemble
 4:30—Life Time Parade
 5:00—National Vespers
 5:30—Simouniz Guardsmen
 6:00—Time; Weather
 6:15—Gleason L. Archer
 6:30—Westinghouse Watchmen
 7:01—Minstrel Boy
 7:15—Harry Reser's Orchestra
 7:30—Three Bakers
 8:00—Enna Jettick Melodies
 8:15—Collier's Hour
 9:15—Bayuk Stag Party
 9:45—Kelly Tire Program
 10:15—Old Singing Master
 10:45—Mass. Industrial Commission
 11:00—Time—Weather—Sports Review
 11:15—Cactus Charlie
 11:30—Organ Recital
 12:00—William Stoess' Orchestra

WEEI—BOSTON (508m) 590k

A. M.
 10:55—Old South Church
P. M.
 12:30—Neapolitan Quartet
 12:45—Sam 'Artist' Radio Chat
 1:00—RKO Boston Program
 1:30—W. Kahakalau and Orchestra
 2:00—Marjorie Posselt, Violinist
 2:15—We Get Rate for Today
 2:30—Moonshine & Honeysuckle
 3:00—Lady Esther Program
 3:30—Dr. S. Parfes Cadman
 4:00—International Broadcast
 4:30—Davey Tree Hour
 5:30—General Electric Twilight Hour
 6:00—Catholic Truth Period
 6:30—Nat'l Educational Program
 7:00—Fox Fur Trappers
 7:30—Garden Talk
 7:50—Globe News Despatches
 8:00—The Jenney Concert
 9:00—Red Cross Mattress Program
 9:30—New England Coke Program
 10:00—Rexall Radio Party
 10:15—What Would You Do?
 10:20—Gordon String Quartet
 10:45—Seth Parker's Neighbors
 11:16—Boston Globe News Despatches

WAAB—BOSTON (212.5m) 1410k

A. M.
 8:30—Hollywood Bowl
 9:30—Melody Parade
 10:00—Song Album
 10:30—Morning Service
 12:00—Voice of St. Louis
P. M.
 2:30—International Broadcast
 12:45—Street Singer
 1:00—Cathedral Hour
 1:30—Honeywell Wonder Hour
 2:00—Swedish Churches
 2:30—Columbia Church of the Air

3:00—N. Y. Philharmonic Symphony
 5:00—Eddie Welch & Orchestra
 5:30—Blue Coa Radio Revue
 6:30—Beau Brummel of Song
 7:00—Evening Service
 8:30—The Metropolitans
 8:45—Jack, Ted and Bud
 9:00—Russian Balalaika
 9:30—Organ Melodies
 9:46—Herald News Flashes
 10:00—Edna Wallace Hopper
 10:30—Eugene Ltd. Program
 10:45—Ernest Hutcheson—Pianist
 11:15—Madison Singers

WNAC—BOSTON (243.8m) 1230k

A. M.
 8:00—Mountain Top Hour
 9:00—Bouquet of Memories
 9:30—Organ Melodies
 10:00—Columbia Church of the Air
 11:00—Morning Service
P. M.
 12:15—Old Refrain
 12:30—The Nationalears
 1:00—Catholic Truth Period
 2:00—Eight Sons of Eli
 2:30—Roosevelt Campaign
 2:45—The Danceopators
 3:30—Moment Musicale
 4:00—Father Coughlin Hour
 5:00—Hark-quin Ensemble
 5:15—Twilight Reveries
 5:30—The Vagabonds
 6:00—Edward Jardon
 6:15—To be announced
 6:30—City Fuel—Lou Bonick
 7:00—Durkee-Mower Flufferettes
 7:15—The Seiberling Singers
 7:30—Luden's Novelty Orchestra
 7:45—The Sylvanians
 8:00—The Penzoil Program
 8:30—Songs of Israel
 8:45—Angelo Patri
 9:00—Eveready Razor Program
 9:30—Count Felix Von Luckner
 10:00—Scott Furrriers
 10:30—The Powers Brothers
 11:01—Record News Flashes
 11:15—Organ Recital
 11:30—The Ganchos
 12:00—Eddie Duchin and Orchestra
 12:30—California Melodies

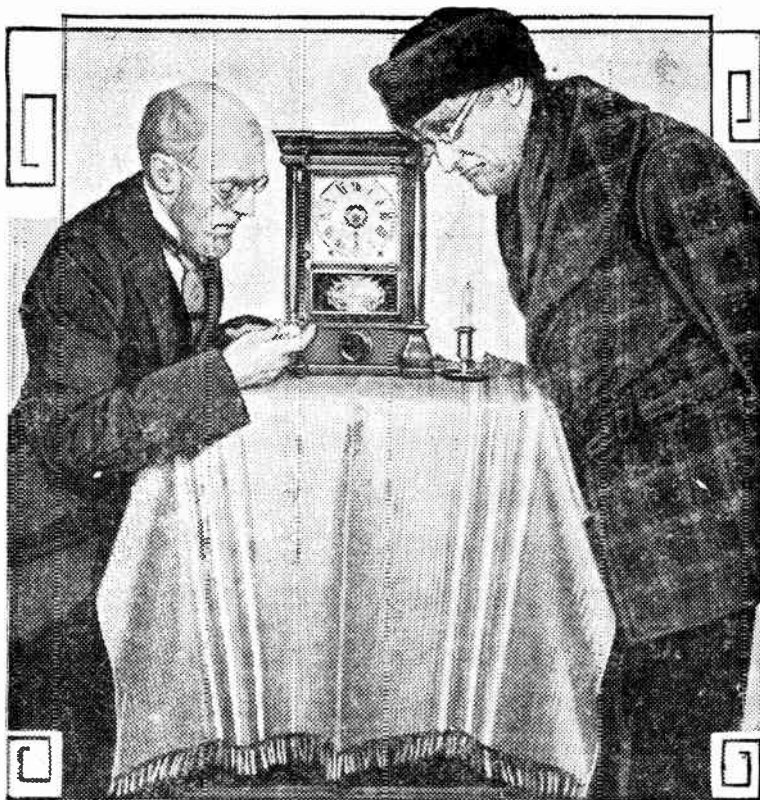
WTIC—HARTFORD (282 8m) 1060k

A. M.
 10:00 WTIC Synchronized with WEA
P. M.
 7:35—Orchestral Gems
 8:00—Chase & Sanborn—George Jessel
 9:00—Songland
 9:30—Cavaliers Quartet
 9:45—Countess Albani—Revelers
 10:15—"What Would You Do?"
 10:20—Gordon String Quartet
 10:45—Winston Sharples
 11:02—The Merry Madcaps—Cloutier

WORC—WORCESTER (250m) 1200k

A. M.
 9:00—Bouquet of Memories
 9:30—Melody Parade
 10:00—Church of the Air
 10:30—Watchtower Service
 10:45—Swedish Church
P. M.
 12:00 to 1:00—Same as WAAB
 1:00—Catholic Truth Period
 2:00—WORC Revue
 2:30—The Danceopators
 3:00—N. Y. Phil. Symphony Orchestra
 3:45—The Meistersingers

WATCH THE CLOCK NOW



ARTHUR ALLEN AND PARKER FENNELLY

The Stebbins Boys have changed their time. Esley and John Stebbins (played by Arthur Allen and Parker Fennelly) have had to set their time pieces to a new schedule, but their shrewd Down East humor remains as constant as ever during the Swift program heard over National Broadcasting Company networks.

The boys are now on the air daily except Saturday and Sunday over an NBC-WBZ network in the East and Middle-West at 7:30 p. m., and on the Pacific coast through the NBC-WJZ outlets at 12:45 a. m. The change from a previous broadcasting schedule was made in order to include a greater number of stations in the networks carrying the program.

Who Wants to Bet?

A black cat cut out of a large

cardboard in WEET's control room is decorated with a white whisker whenever a mechanical failure, such as a burned-out tube, puts the station off the air. The publicity department has placed a bet with the operating division as to how many years it will take to give the cat a presentable number of whiskers. Who said it would be mistaken for Santa Claus before next Christmas?

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and his

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WHY NOT YOU?

RADIOLOG

Sunday — (Continued)

4:00—Rev. Charles Coughlin
5:00—Twilight Reveries
5:30—Blue Coal Radio Revue
6:30—Church of the Air
7:00—Durkee Mower Flufferettes
7:15—Pokeville Budget
7:30—Quintin Cristy, Songs
7:45—Marjorie Taylor Trio
8:30—The Cleercoalers
8:45—Jack, Ted and Bud
9:00—Durrell String Quartet
9:30 to 10:30—Same as WAAB
10:30—Russian Orchestra
10:45—Ernest Hutcheson
WEAN—PROVIDENCE (384m) 990k
A. M.
8:00—Mountain Top Hour
8:30—Christian Fishermen Society
9:00 to 12:30—Same as WNAC
P. M.
12:30—Rhythmic Melodies

12:45—Street Singer
1:00 to 2:30—Same as WNAC
2:30—The Dancopators
3:30—Moment Musicale
3:45—The Meistersingers
4:00—Rev. Charles E. Coughlin
5:00—Real Folks
5:30—Blue Coal Radio Revue
6:30—Beau Brummel of Song
7:00—Durkee-Mower Flufferettes
7:15—The Jolly Coke Men
7:30—Tillie the Toiler
7:45—South Sea Echoes
8:00—Pennzoll Parade
8:30—The Cleercoalers
8:45 to 10:30—Same as WNAC
10:30—Eugene Ltd. Program
10:45—Ernest Hutcheson—Orchestra
11:15—The Madison Singers
11:30 to 12:30—Same as WNAC

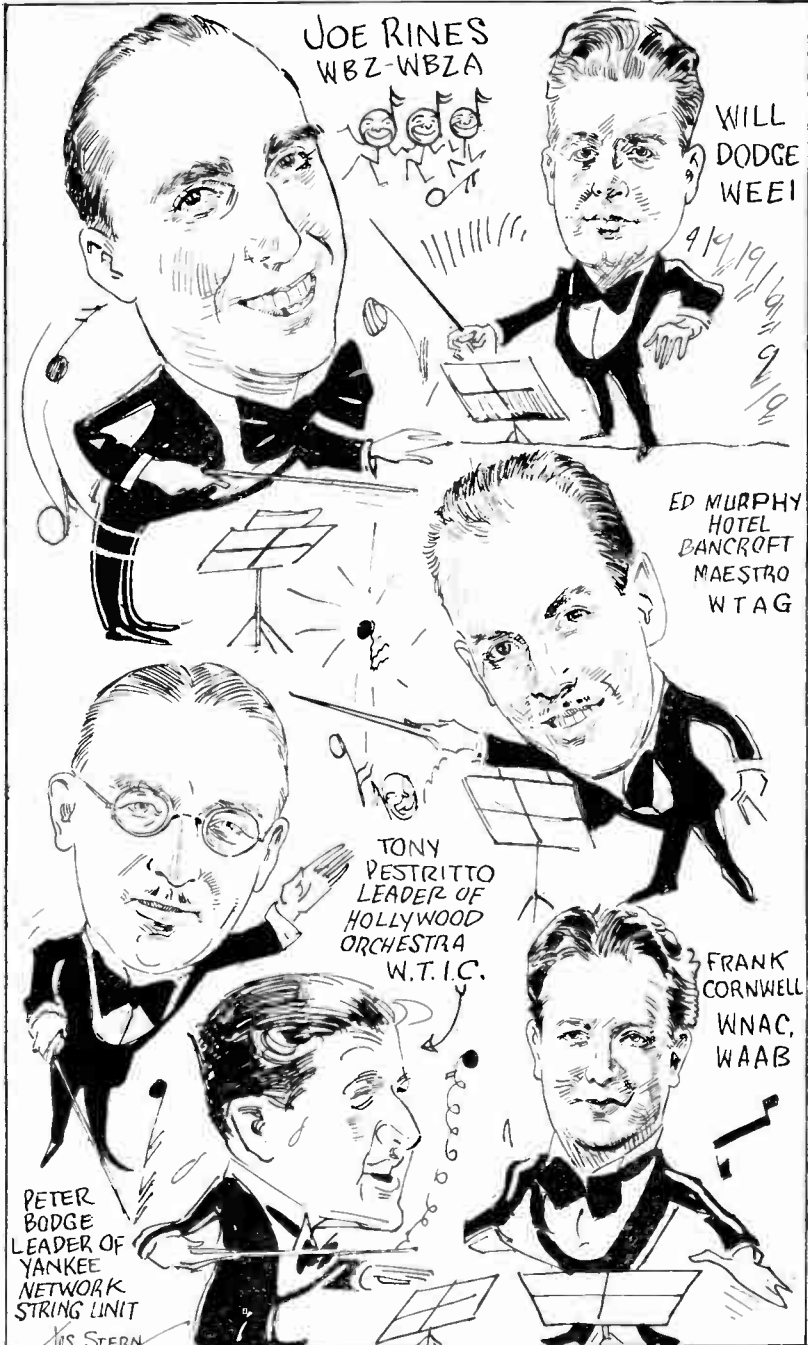
MONDAY, MARCH 28, 1932

WBZ-WBZA—BOSTON (303m) 990k

A. M.
7:00—Colt Musical Clock
7:45—Jolly Bill and Jane
8:00—On the 8:15
8:15—Phil Cook, the Quaker Man
8:30—Grin and Bearit
8:55—World Bookman
9:01—Homemakers' Hints
9:10—Bisquick Program
9:15—Shopping About
9:30—Beautiful Thoughts
9:45—Morning Parade
10:15—Clara, Lu and Em
10:30—Our Daily Food
10:45—Paramount Organ
11:00—School of Cookery
11:15—Popular Songs—Lou Baker
11:30—Hinds Romance Exchange
11:45—Metropolitan Stage Show
P. M.
12:04—MSC Forum
12:15—Pat Barnes
12:30—Stock Quotations
12:35—N. E. Agriculture
12:45—MSC Forum
1:00—Farm and Home Hour
1:30—Street & Highway Safety
1:35—At Home and Abroad
1:45—WBZ Luncheon Ensemble
2:00—Cohen and Clancy
2:15—Aidan Redmond—Baritone
2:30—Jean Abbey
2:45—Ronnie and Van
3:00—Mason and Hamlin Concert
3:30—Home Forum Cooking School
4:00—Tea Time Tunes
4:15—National Affairs
4:20—Business World Today
4:30—Stock Quotations
4:45—Uncle Beezee
5:00—Rabblts
5:05—Agricultural Markets
5:15—RKO Presentation
5:30—Singing Lady
5:45—Little Orphan Annie
6:02—Edward J. Lord, Pianist
6:07—Sports Review: Temperature
6:15—Westinghouse Rhythms
6:30—Royal Vagabonds
6:45—Topics in Brief—Lowell Thomas
7:00—Bulova time—Amos n' Andy
7:15—Tastveast Jesters
7:30—Stebbins Boys
7:45—Billy Jones—Ernie Hare
8:00—Studio Musicale

8:15—Ginger Boys
8:30—Death Valley Days
9:00—Maytag Orchestra
9:30—Harry Reser's Orchestra
9:45—Rhythmic Caravan
10:00—With Canada's Mounted
10:30—Jo-Cur Waves of Melody
10:45—Grunt and Grumble
11:00—Time—Weather Sports Review
11:15—McEnelly's Orchestra
11:45—Bradford Orchestra
12:15—Midnight Serenade
WEEI—BOSTON (508m) 590k
A. M.
6:45—Tower Health Exercises
8:00—Quaker Early Birds
8:15—E. B. Rideout
8:20—Looking Over the Morning Paper
8:30—Cheerio
9:00—Caroline Cabot
9:10—The Well Dressed House
9:15—Flying Fingers
9:30—Top O' The Morning
9:45—Our Daily Food
10:00—Mrs. Blake's Radio Column
10:15—Sterling Products Program
10:30—Breen & de Rose
10:45—Bromley Shepard Fashion Talk
11:00—Sonata Recital
11:15—Radio Household Institute
11:30—Kitchen Chat
11:45—WEEI Organist
P. M.
12:00—G. E. Circle
12:15—News
12:25—Stock Quotations
12:35—Farmers' Produce Exchange
12:45—Neapolitan Dutch Girls
12:55—What's New in the World
1:00—The Daily Tattler
2:00—Neapolitan Dutch Girls
2:30—New England Kitchen of the Air
3:00—To Be Announced
3:30—WEEI Reading Circle
4:00—Boston Globe Despatches
4:10—Stock Quotations
4:15—Music Clubs Program
4:30—Twilight Thoughts
4:45—Bridge Talk
5:00—Caravan
5:15—General Mills—Skippy
5:30—Sweetheart Program
5:45—Listerine Program—Columbo
6:00—Black & Blue Program
6:15—Waldorf Astoria Orch.
6:30—The Old Painter

NEW ENGLAND'S OWN

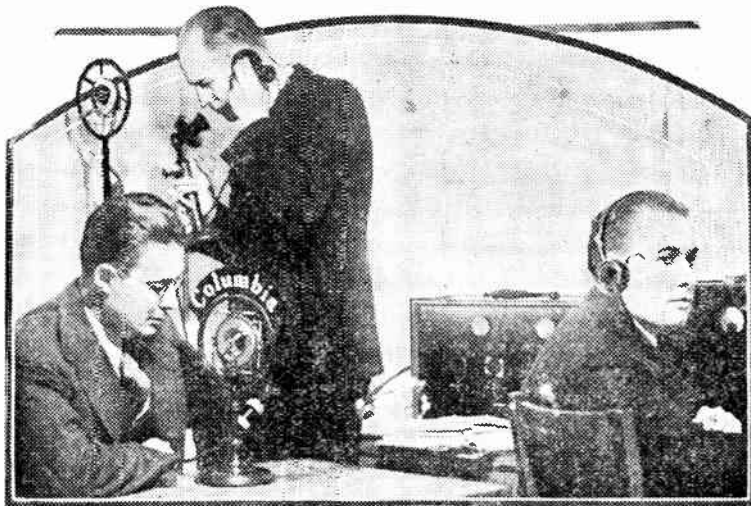


Second in a series of sketches of New England's orchestra leaders

Monday — (Continued)

- 6:35—Boston Globe News Despatches
 6:45—Clear Radio Reception
 7:00—Crockerville Mountaineers
 7:15—Campbell's Soup Program
 7:30—Prince Albert Quarter Hour
 7:45—Simpson Spring Orchestra
 8:00—Soconyland Sketches
 8:30—Voice of Firestone
 9:00—A. & P. Gypsies
 9:30—General Motors Program
 10:00—National Radio Forum
 10:30—WFFI Organist
 11:00—Weather and Fishing Forecasts
 11:06—Globe News Despatches
 11:15—Lew Conrad's Orchestra
- WAAB—BOSTON (212.6m) 1410k**
A. M.
 7:46—News Flashes
 8:00—Shopping News
 8:45—Old Dutch Girl
 9:00—Little Jack Little
 9:15—Gypsy Music Makers
 9:30—Tony's Scrap Book
 9:45—Elizabeth Barthwell
 10:00—Ida Bailey Allen
 10:15—Sweet and Hot
 10:45—Madison Singers
 11:00—Martha Lee
 11:15—Styles and Fashions
 11:45—Ben Alley
- P. M.**
 12:00—Stocks and News
 12:15—Farm Flashes
 12:30—Salon Gems
 1:00—Hotel Taft Orchestra
 1:30—Ritz Carlton Hotel Orchestra
 2:00—Ann Leaf at the Organ
 2:15—Shopping News
 2:45—News Flashes
 3:00—The Rhythm Band
 3:30—Women's Federation
 4:00—Matinee Revue
 4:30—The Yankee Singers
 5:00—Sutton Club Orchestra
 5:45—"The Lone Wolf Tribe"
 6:00—H. V. Kaltenborn
 6:15—Vaughn de Leath
 6:30—Hotel Taft Orchestra
 6:45—Bing Crosby and Orchestra
 7:00—News Flashes
 7:15—Yankee String Ensemble
 7:30—"Big Brother"—Bob Emery
 7:45—Cocoanut Grove Orchestra
 8:00—The Gossipers
 8:15—Viola d'Amore
 8:30—The Four Clubmen
 8:45—Hawaiian Echoes
 9:00—Martini Rossi Quarter Hour
 9:15—Club Mayfair Orchestra
 9:30—Organ Recital
 9:45—News Flashes
 10:00—Le Paradis Dance Band
 10:30—Music That Satisfies
 10:45—Street Singer
 11:00—Columbia Symphony Orch.
 11:30—Cuban Biltmore Orchestra
- WNAC—BOSTON (243.8m) 1230k**
A. M.
 6:30—Sunrise Melodies
 7:16—News Flashes
 7:30—Morning Watch
 7:45—Shopping News
 8:45—Old Man Sunshine
 8:55—Bisquick Program
 9:00—Nine O'Clock Serenaders
 9:30—Melody Supreme
 9:45—Jane and John
 10:00—Earle Nelson
 10:15—Black Iron—Ranny Weeks
 10:30—The Toreadors
 10:45—Sears Best Sellers
 11:00—Musical Alphabet
 11:30—Melody Parade
 11:45—Five Minute Stories—Real Life
P. M.
 12:00—Bisquick Program
 12:05—News from Shepard Stores
 12:11—News Flashes
 12:15—Yoeng's Orchestra
 12:30—Kre-mel Singing Chef
 12:45—Columbia Revue
 1:00—Record Selections
 2:00—Municipal Affairs
 2:15—Musical Interlude
 2:25—Johnson Daily Guide
 2:30—The Captivators
 3:00—Columbia Salon Orchestra
 3:30—Sam Trager—Pianist
 3:45—Four Eton Boys
 4:00—Modern Education
 4:15—Rhythm Kings
 4:30—Columbia Artist Recital
 5:00—The Dance Parade
 5:15—Musical Cameo
 5:30—Old Man Sunshine
 5:45—The Broadwayites
 6:01—News Flashes
 6:10—Captain Whopper
 6:15—The Rhapsodizers
 6:30—"Big Brother"—Bob Emery
 6:45—Phoenix Hosiery Program
 7:00—Myrt and Marge
 7:15—Maxwell House Coffee
 7:30—"Easy Aces"
 7:45—Camel Quarter Hour
 8:00—The Bath Club
 8:15—"Singin' Sam"—Barbasol Man
 8:30—Berrycrafters
 8:45—Col. Stoopnagle and Budd
 9:00—The Mills Brothers
 9:15—Frostilla Broadcast Rehearsal
 9:30—An Evening in Paris
 10:00—Guy Lombardo
 10:30—Cocoanut Grove Orchestra
 11:01—Record News Flashes
 11:15—Organ Recital
 11:30—Club Mayfair Orchestra
 12:00—Ben Bernie & Orchestra
 12:30—Park Central Orchestra
 1:00—Roseland Ballroom Orchestra
 1:30—Gus Arnheim and Orch.
- WTIC—HARTFORD (232.8m) 1060k**
A. M.
 8:00—WTIC Synchronized with WEAP
P. M.
 4:00—WTIC Pop Concert—Kriens
 4:30—Morgan Memorial
 4:45—Daytime Dancers—Cloutier
 4:55—Announcements
 5:00—Caravan—Desert Romance
 5:15—Skippy
 5:30—Sweetheart Program
 5:45—Happy Rose Dance Orch.
 6:00—Serenading Strings—Kriens
 6:15—Diamond Dance Orchestra
 6:30—Bulletins
 6:32—Studio Musicale
 6:45—"Clear Radio Reception"
 7:00—Vermont Lumberjacks
 7:15—Broadway Favorites
 7:30—"Just Willie"
 7:45—Hank Keene—Hillbillies
 8:00—Dramatic Skit
 8:30—Lawrence Tibbett—Baritone
 9:00—The Gypsies
 9:30—Parade of the States
 10:00—WTIC Playhouse—Guy Hedlund
 10:35—The Merry Madcaps
 11:30—Jesse Crawford—Organist

SEARCH FOR LINDBERGH BABY



DOUGLAS GILBERT, DON HIGGINS AND JAMES McCAFFERTY

A second-floor room of a cottage in Princeton, N. J., was transformed into a miniature broadcasting studio in the twinkling of an eye when engineers and news commentators for the Columbia network rushed to the scene of the Lindbergh kidnaping to keep radio audiences in touch with the case. Wire lines connect these field headquarters with engineers at Hopewell, N. J.

featured on the television station, W2XAB.

Put Them to Work

Norman Brokenshire, borrowed a leaf from Tom Sawyer's notebook a few days ago. "Broke" recently moved into a new apartment in Pelham, N. Y., and being an amateur carpenter spent his evenings remodeling the place, hammering and sawing until late at night. After two or three nights of this the other tenants sent a committee to the owner of the house, asking him to see that the midnight hammering be stopped. When the owner revealed the identity of the new tenant the matter took on a new complexion. The neighbors went away quietly, and the same night started paying social calls on the announcer. He not only welcomed them. He put them to work and the apartment was finished in short order.

Meet Again

In those "way back when" days that saw Ted Husing as manager of a Washington radio station they were just about to close the studios at midnight one night. But a stranger who identified himself only as "Scotty," pleaded for a chance to perform and he was put on the air.

Playing his own accompaniments on guitar and harmonica, "Scotty" sang hill-billy tunes and war-time songs for four hours and the station did not sign off until 4.00 A. M.

Following this amazing performance "Scotty" walked out of the station and Ted did not see him again until the other night in the New York studios. Then Husing learned that "Scotty," who still preserves his identity, is regularly

Ambition

A huge Polar bear rug adorns the floor of the living room in Lee Sims apartment, and he says that when he finds some spare time he's going to lie on that rug and dream while his lovely wife — Ilomay Bailey, to those who listen in on NBC programs—sings to him.

Monday — (Continued)

11:45—Blue Rhythm Boys
WORC—WORCESTER (250m) 1200k

A. M.

8:00—Heralding the News
 8:15—Musical Alarm Clock
 8:30—Morning Watch
 8:45—The Choristers
 9:00—Little Jack Little
 9:15—Yankee Singers
 9:30—Tony's Scrap Book
 9:45—Jane and John
 10:00—Morning Melodies
 10:15—Ranny Weeks
 10:30—Morning Melodies
 10:45—Madison Singers
 11:00—Ralph Christman—Pianist
 11:30—What's New in the World
 11:35—Melody Parade
 11:45 to 12:15—Same as WAAB

P. M.

12:15—Time—Programs
 12:20—Charles Boulanger Orchestra
 12:30—Chop Sticks
 12:45—Columbia Revue
 1:00—George Hall's Orchestra
 1:30—Matinee
 2:00—Ann Leaf
 2:30 to 5:00—Same as WNAC
 5:00—Buddy Wagner Orchestra
 5:30—Old Man Sunshine
 5:45 to 6:30—Same as WAAB
 6:45—Arthur Jarrett
 7:00 to 7:30—Same as WAAB
 7:30—Edward I. Boyle
 7:45—Downey, Wons and Renard
 8:00 to 8:30—Same as WAAB
 8:30—Four Clubmen
 8:15—The Berrycrafters
 9:00—Le Paradis Band
 9:30 to 10:00—Same as WAAB
 10:00—Club Mayfair Orchestra
 10:30 to 11:30—Same as WAAB

WEAN—PROVIDENCE (384m) 990k

A. M.

7:29—Reveille

7:30—The Globe Trotter
 7:45—Gospel of Good News
 8:00—Information Service
 8:25—Bisquick Program
 8:30—High School Quarter Hour
 8:45—Old Dutch Girl
 9:00—Little Jack Little
 9:15—The Yankee Singers
 9:30—Tony's Scrap Book
 9:45—Elizabeth Barthell
 10:00—Ida Bailey Allen
 10:15—Black Iron—Ranny Weeks
 10:30—Sweet and Hot
 10:45—Madison Singers
 11:00 to 11:45—Same as WNAC
 11:45—Ben Alley—Tenor

P. M.

12:01—Globe Trotter
 12:10—Charles Boulanger & Orchestra
 12:30—Kre-mel Singing Chef
 12:45—Shopping News
 12:50—Columbia Revue
 1:00—R. I. Information Service
 1:30—Ritz Carlton Hotel Orchestra
 2:00—The Gossipers
 2:15—Ann Leaf at the Organ
 2:30 to 3:15—Same as WNAC
 3:15—Women's Federation
 3:45—Four Eton Boys
 4:00—Rhythm Kings
 4:30—Columbia Artist Recital
 5:00—Sutton Club Orchestra
 5:45—The Lone Wolf Tribe
 6:00—Globe Trotter
 6:15—Vaugh de Leath
 6:30—Big Brother Bob Emery
 6:45—Bing Crosby
 7:00 to 7:30—Same as WNAC
 7:30—Prov. Biltmore Ensemble
 7:45 to 10:30—Same as WNAC
 10:30—Chesterfield Program
 10:45—Street Singer
 11:30—Cuban Biltmore Orchestra
 12:00 to 1:30—Same as WNAC

TUESDAY, MARCH 29, 1932

WBZ-WBZA—BOSTON (303m) 990k

A. M.

7:00—Colt Musical Clock
 7:45—Jolly Bill and Jane
 8:00—On the 8:15
 8:15—Phil Cook, the Quaker Man
 8:30—Grin and Bearit
 8:55—World Bookman
 9:01—Housemakers Hints
 9:10—Bisquick Program
 9:15—Shopping About
 9:30—Beautiful Thoughts
 9:46—Morning Parade
 10:15—Clara, Lu and Em
 10:30—Our Daily Food
 10:45—Davis Mystery Chef
 11:00—School of Cookery
 11:15—Morning Stars
 11:25—Silk Fashions
 11:30—Through the Looking Glass
 11:45—Edward MacHugh—Baritone

P. M.

12:03—New England Agriculture
 12:15—Pat Barnes
 12:30—Stock Exchange Quotations
 12:35—New England Agriculture
 12:45—Bradford Organ—Doris Tirrell
 1:00—Street and Highway Safety
 1:05—At Home and Abroad
 1:15—Lunch-on—Boston Advertising
 1:30—Rhythm Maestros
 2:00—Ray Delaporte's Orchestra

2:30—Great Decisions in History
 3:00—Music in the Air
 3:31—Home Forum Cooking School
 4:00—U. S. Army Band
 4:15—National Affairs—Lawrence
 4:20—WBZ Health Clinic
 4:30—Stock Exchange Quotations
 4:45—Uncle Beezee
 5:00—Agricultural Markets
 5:15—Sidewalks of Life
 5:30—Singing Lady
 5:45—Little Orphan Annie
 6:02—Edward J. Lord—Pianist
 6:08—Sports' Review—Temperature
 6:15—Gov. Winant—New Hampshire
 6:30—Ray Perkins—Old Topper
 6:45—Topics in Brief—Lowell Thomas
 7:00—Pulova time—Amos n' Andy
 7:15—Just Willie
 7:30—Stebbins Boys
 7:45—Billy Jones and Ernie Hare
 8:00—Frost Kings
 8:15—Jimmie Rogers
 8:30—Hec! Huger Harmonies
 8:45—Sisters of the Skillet
 9:00—Household Finance
 9:30—Great Personalities
 10:00—Happy Rose Orchestra
 10:15—Sweetheart Program
 10:30—Paris Night Life
 10:45—Anti-Communist League
 11:00—Time—Weather Sports Review

NEW MEMBER OF COMMERCIAL STAFF



GORDON V. (BABE) NORRIS

Gordon V. (Babe) Norris of the WBZ-WBZA Bradford staff came by a broadcasting career through childhood fancy for a large, ancestral violincello. When he stood only half as high as the ponderous fiddle, he was sawing away at chords and arpeggiots, seeming to sense that some day, when he had grown to manhood, it would magically point up the "breaks."

"Abie's Irish Rose" gave Babe his first real chance. He played in the orchestra for every performance of the show's phenomenal run of 33 weeks in Boston. But being still in school, he was obliged to study between acts in a vacant dressing room backstage. There he did his "home work," keeping one eye out for his cue through a fire-door overlooking the stage.

Then came radio—the musician's Utopia. The ancestral 'cello was a proper entree. Soon Norris was making frequent appearances before Boston microphones. The radio impresarios liked his work. But having finished school, he turned to business—first, glass manufacturing, then railroading—for an actual livelihood.

For three years he worked in the Boston office of a large railway sys-

tem. Advanced steadily, he thought well of his job until one dark day in the stock market when rails were sagging badly. Babe happened to hear a speculator boasting to his employer. Said the bear trader: "My boy wants an electric train for Christmas. I told him to wait a few days and I'd be able to buy your whole—railroad."

That was handwriting on the wall for Norris. Promptly he forgot his intention of becoming a railroad president. He decided to try radio. It offered outlet both for the executive training he had gathered in the railway office and for his musicianship as well. WBZ officials perceived his double usefulness, gave him an audition, a trial, then a job. Now he is a member of the commercial staff.

Norris, a native of Vermont, still looks longingly toward the maple sugar country. He will return there some day. To him, it alone is God's country. Moreover, it is an ideal place for the outdoor sports of which he is so fond.

Babe is a skilled horseman. In fact he learned to ride on a mustang out in Missouri where his family once lived. But now golf is his game. He says he is "Capable of shooting a fairly respectable round and a decidedly pediculous one. Fairly consistent in the low eighties with rare lapses into the mid-seventies."

Norris' only alibi is for his bridge and he confesses that he plays his most "finesseful" rubber as a kibitzer.

"Went West"

Esther Nagel, WBZ-WBZA artist, recently gave a program for the disabled at the Chelsea Naval Hospital. Entering one of the wards, she was beckoned to the bedside of a veteran.

The lad told her he had just a bit more life left. He wondered if she would sing his favorite hymn. A tear dropped to his pillow as she sang. Then as the song ended, the veteran smiled and thanked her.

Later Esther Nagel found that soon afterward her veteran "went West" to join his comrades.

Tuesday — (Continued)

11:15—Paramount Organ
11:45—Egyptian Room Orchestra
12:15—Midnight Serenade

WEEI—BOSTON (508m) 590k
A. M.

6:45—Tower Health Exercises
8:00—Quaker Early Birds
8:15—E. B. Rideout
8:20—Looking Over the Morning Paper
8:30—Cheerio
9:00—Caroline Cabot
9:10—The Well Dressed House
9:15—Knox Gelatine
9:20—Top O' the Morning
9:45—Our Daily Food
10:00—Gretchen McMullen
10:30—Cindy & Sam
10:45—Big Ben's Dream Dramas
11:00—To be announced
11:15—Certo Radio Household Institute
11:30—WEEI Organist

P. M.

12:00—General Electric Circle
12:15—Boston Globe News Despatches
12:25—Stock Exchange Quotations
12:35—Farmers Produce Market
12:45—To be announced
12:55—What's New in the World
1:00—The Daily Tattler
2:00—Edison Friendly Service Program
2:30—Betty Adams
2:40—Pianist
2:45—Light Opera Company
3:30—WEEI Reading Circle
4:00—Boston Globe Despatches
4:10—Stock Exchange Quotations
4:15—Fireside Poetry Club
4:30—WEEI Organist
4:45—Elizabeth Cushman
5:00—Henry Potnoir
5:15—Skippy
5:30—O'Leary's Irish Minstrels
6:00—Black & Blue Program
6:15—Waldorf Astoria Orchestra
6:30—The Old Painter
6:35—Boston Glohe News Despatches
6:45—Jack Beauvais—Songs
7:00—Phil Saltman—Songs
7:15—Campbell's Orchestra
7:30—Prince Albert Quarter Hour
7:45—Spratt's Dog Food Program
8:00—Blackstone Plantation
8:30—McFadden Musical
9:00—McKesson Musical Magazine
9:30—Fuller Brush
10:00—Lucky Strike Dance Orchestra
11:00—Weather and Fishing Forecasts
11:06—Globe News Despatches
11:16—Sea Glades—Orchestra

WAAB—BOSTON (212.6m) 1410k

A. M.

7:46—News Flashes
8:00—Shopping News
9:00—Little Jack Little
9:15—Melody Parade
9:30—Tony's Scrap Book
9:45—Helen Board—Soprano
10:00—Oxol Boys
10:15—Morning Minstrels
10:30—Lee La May—Edward Allen
10:45—U. S. Navy Band
11:00—News and Features
11:15—Styles and Fashions
12:00—Stock Market Quotations

P. M.

12:15—Farm Flashes
12:30—Parker Music Masters
1:00—Hotel Taft Orchestra
1:30—Atlantic City Muscals
2:00—Shopping News

2:45—News Flashes
3:00—The Rhythm Band
3:30—Women's Federation
4:00—Matinee Revue
4:30—At the Console
5:00—Vivian Ruth—Songs
5:15—Meet the Artist
5:30—Professor & the Major
5:45—Movie Stars Revue
6:00—Arthur Jarrett
6:15—Reis and Dunn
6:30—Jack Miller and Orchestra
6:45—Charles Boulanger's Orchestra
7:00—News Flashes
7:15—Freddie Rich's Orchestra
7:30—Richman Clothes
7:45—Club Mayfair Orchestra
8:00—The Gossipers
8:15—Dan Sullivan Orchestra
8:30—The Dictators
8:45—Book Chat
9:00—Coconut Grove Orchestra
9:30—Organ Recital
9:45—News Flashes
10:00—Voice of 1,000 Shades
10:15—Modren Male Chorus
10:30—Chesterfield Program
10:45—The Funnyboners
11:00—Toscha Seidel
11:30—George Olsen & Orchestra

WNAC—BOSTON (243.8m) 1230k

6:30—Sunrise Melodies
7:16—News Flashes
7:30—Morning Watch
7:45—Shopping News
8:45—Old Man Sunshine
8:55—Bisquick Program
9:00—Nine O'clock Serenaders
9:15—John Cain Program
9:30—Birdseye Frosted Fooders
9:45—Del Maize Show Boat
10:00—Song Album
10:15—The Yankee Singers
10:30—Prudence Silk Stockings
10:45—Style Parade
11:00—"The Forecast Cooking School"
11:15—"Stories of the Living Great"
11:30—"Questions before Congress"
11:45—Ben Alley

P. M.

12:00—News Flashes
12:15—King's Chapel
1:00—Shopping News
2:00—Aunt Jenima Songs
2:15—To be announced
2:25—Johnson Daily Guide
2:30—Columbia Salon Orchestra
3:00—Ann Leaf at the organ
3:30—Musical Americana
4:00—Rhythm Kings
4:15—Hotel Taft Orchestra
5:00—The Dance Parade
5:15—Musical Mirror
5:30—The Three Minute Men
5:45—Riverside Orchestra
6:01—News Flashes
6:10—Captain Whopper
6:15—Necco Movie—News Reel
6:30—"Big Brother"—Bob Emery
6:45—Lee La May—Baritonette
7:00—Myrt and Marge
7:15—Ranny Weeks
7:30—Yankee String Ensemble
7:45—Camel Quarter Hour
8:00—The Bath Club
8:15—Abe Lyman's Band
8:30—Colt Shoe Program
8:45—La Gerardine Program
9:00—Ben Bernie
9:30—Eno Crime Club

ASSISTANT TO TATTLERS



DOROTHY FRANKLIN

Understudies are a trifle unusual in broadcasting, but that title can aptly be applied to Dorothy Franklin, secretary to Caroline Cabot, who is called upon in emergencies to pinch hit for Caroline of WEEL's shopping service fame.

As secretary to Miss Cabot, Dot Franklin writes from 1500 to 2000 words of shopping copy daily in addition to helping out in soliciting material for the shopping talks. In her spare time she answers Caroline's fan mail on the Daily Tatler and keeps the bookkeeping records.

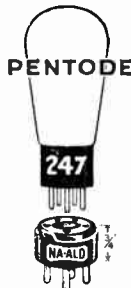
Miss Franklin is somewhat of a speed typist and in her work at WEEL she has maintained the speed writing she acquired in school. Under tests recently she was able to average 72 words a minute in a 15 minute test. While she is heard on the air from time to time with the shopping broadcasts she would much prefer to be seated behind the typewriter grinding out copy that makes Caroline Cabot's shopping talks interesting.

Another record hung by Dot Franklin during her five years service with WEEL, is one of at-

tendance on the job. In the more than five years she has been away but two days on sick leave, and last year when it was necessary to undergo an operation for her eyes she chose to take her two weeks vacation period for the operation. Miss Franklin likes her work and takes pride in it. Her weaknesses are the movies, candy, her hair, clothes and shoes. She is one of 13 children having seven brothers and five sisters.

Plenty of Nerve

Several years ago, long before she dreamed she would be earning her living in Calvin Coolidge's home state, Inez Evans, WAAB shopping announcer, attended a rodeo at which President and Mrs. Coolidge were guests of honor during their sojourn in the Black Hills. Traffic jams and traffic cops blocked all approach to the grounds for Inez until she convinced a motor-cycle cop that she was an important rider in the show. Under motorcycle escort the girl from the golden west plowed her car through the mob and eventually reached a position where she could almost reach out and touch the President. Probably the only reason she hasn't a blue ribbon to show for that day's performances is the fact that she had never ridden a horse in her life.



Special Introductory Offer

We need immediately 100,000 users the country over to tell their friends of the improvements of using Pentode Tubes in place of 245's, particularly in sets using 245 push-pull.

There is a tremendous improvement in depth of tone and set sensitivity. The improved amplification brings in weak signals.

The Pentode Tube is inserted in Naald 954KPC adapter and the adapter put in the socket in the set. No change in wiring.

Money Back—Adapters list at \$1.00— But for the first 25 people that order from any town we will send two adapters for \$1.00 or—two pentode tubes and two adapters postpaid for \$3.00. Try them—if you are not pleased return within 5 days and your money will be instantly refunded. As this offer is limited, order today.

ALDEN MANUFACTURING CO.
Dept. L Brockton, Massachusetts

Tuesday — (Continued)

10:00—Le Paradis Dance Band
 10:30—Club Mayfair Orchestra
 11:01—Record News Flashes
 11:15—Organ Recital
 11:30—Losseze—Biltmore Orchestra
 12:00—Gus Arnheim & Orchestra
 12:30—Park Central Orchestra
 1:00—Hotel Bossert Orchestra
 1:30—Roseland Ballroom Orchestra

WTIC—HARTFORD (282.8m) 1060k

A. M.

7:00—Collin Driggs—Organist
 7:30—Sunshine Serenaders—Martin
 8:00—Gene and Glenn
 8:15—Morning Devotions
 8:30—"Cheerio"
 9:00—"Shopping with Susan"
 9:55—Announcements
 10:00—Mrs. Blake's Radio Column
 10:15—Breen and de Rose
 10:30—Cindy and Sam
 10:45—Dream Dramas
 11:00—Dr. Ella Oppenheimer
 11:15—Radio Household Institute
 11:30—WTIC Pop Concert—Kriens
 11:55—Bulletins & Time Signals
 12:00—Home Circle Talk

P. M.

12:15—Bulletins
 12:20—Farm and Home Forum
 1:00—Blue Room Echoes—Jos. Blume
 1:30—Hank Keene—Hillbillies
 1:45—"The Phantom Ship"
 2:00—The Merry Madcaps—Cloutier
 2:30—Announcements
 2:35—Musique Intime
 2:45—Light Opera Company
 3:30—The Mixing Bowl
 4:15—WTIC Synchronized with WEA^F

WORC—WORCESTER (250m) 1200k

A. M.

8:00—Heralding the News
 8:15—Musical Alarm Clock
 8:30—Morning Watch
 8:45—The Choristers
 9:00—Little Jack Little
 9:15 to 10:00—Same as WNAC
 10:00 to 10:30—Same as WAAB
 10:30—Prudence Club
 10:45—Morning Melodies
 11:00—School of Cookery
 11:30 to 12:00—Same as WNAC

P. M.

12:00—News and Stock Reports
 12:15—Time—Programs
 12:20—Charles Boulanger Orchestra
 12:30—Columbia Revue
 1:00 to 2:00—Same as WAAB
 2:00—Matinee

WEDNESDAY, MARCH 30, 1932

WBZ-WBZA—BOSTON (303m) 990k

A. M.

7:00—Colt Musical Clock
 7:45—Jolly Bill and Jane
 8:00—Breakfast Four
 8:15—Phil Cook, the Quaker Man
 8:30—Grin and Bear It
 8:55—World Bookman
 9:01—Homemakers Hints
 9:10—Bisquick Program
 9:15—Shopping About
 9:30—Beautiful Thoughts
 9:46—Morning Parade
 10:15—Clara, Lu and Em
 10:30—Our Daily Food
 10:45—Paramount Organ
 11:00—School of Cookery
 11:15—Aloma Hawaiians

2:15—Columbia Salon Orchestra
 3:00 to 4:15—Same as WNAC
 4:15—The Funnyboners
 4:30—Hotel Taft Orchestra
 5:00 to 5:30—Same as WAAB
 5:30 to 6:00—Same as WNAC
 6:00—Arthur Jarrett
 6:15—Movie News Reel
 6:30—Bing Crosby
 6:45—The Melodists
 7:00 to 7:30—Same as WAAB
 7:30 to 8:00—Same as WNAC
 8:00 to 8:45—Same as WAAB
 8:45—Quintin Christy
 9:00—Ben Bernie Orchestra
 9:30—Organ Recital—Soloist
 9:45—Herald News Flashes
 10:00—Meyer Davis Orchestra
 10:30 to 11:00—Same as WAAB
 11:01—Cal. Concerts Corp.

WEAN—PROVIDENCE (384m) 990k

A. M.

7:29—Reveille
 7:30—Globe Trotter
 7:45—Morning Devotions
 8:00—R. I. Information Service
 9:00—Little Jack Little
 9:15 to 10:00—Same as WNAC
 10:00—Oxol Boys
 10:15—Morning Minstrels
 10:30—Prudence Silk Stockings
 10:45—U. S. Navy Band
 11:00 to 12:05—Same as WNAC

P. M.

13:05—Globe Trotter
 12:15—Yoeng's Orchestra
 12:30—WEAN Women's Federation
 1:00—R. I. Information Service
 1:30—Atlantic City Musicale
 2:00—The Gossipers
 2:15—Columbia Salon Orchestra
 3:00 to 4:45—Same as WNAC
 4:45—Organ Recital
 5:00—The Dance Parade
 5:15—"Meet the Artist"
 5:30 to 6:00—Same as WNAC
 6:00—Globe Trotter
 6:15—Necco Movie News Reel
 6:30—American Legion Program
 6:45—Chas. Boulanger's Orchestra
 7:00—Myrt and Marge
 7:15—Freddie Rich and Orchestra
 7:30 to 10:00—Same as WNAC
 10:00—Voice of 1,000 Shades
 10:15—Modern Male Chorus
 10:30—Chesterfield Program
 10:45—The Funnyboners
 11:00—Toscha Seidel
 11:30 to 1:30—Same as WNAC

11:30—Hinds Romance Exchange
 11:45—Sweetheart Flakes

P. M.

12:00—Time—Temperature—Weather
 12:04—New England Agriculture
 12:15—Pat Barnes
 12:30—Stock Exchange Quotations
 12:35—New England Agriculture
 12:45—Farm and Home Hour
 1:30—Gov. Ely's Committee
 1:35—At Home and Abroad
 1:45—Matinee Gems
 2:00—Popular Songs—Lou Baker
 2:15—Contract Bidding
 2:30—Symphony Orchestra
 3:00—Greater Boston Fed. of Churches
 3:30—Home Forum Cooking School
 4:00—Tea Dance

STARDOM AN ACCIDENT



JANE PURSELL

In Hollywood, where she spent seven years as a radio favorite, they called June Pursell "the girl with the ballad voice."

Now she is in New York singing old and new favorites for National Broadcasting Company audiences, although she never took a music lesson, and embarked on a vocal career by accident.

"I'm still a bit dazed by my good fortune," says Miss Pursell, considered one of radio's most attractive recruits. "You see, I went west for a vacation about eight years ago, and just happened to sing one night, as a dare, in a Hollywood club. I borrowed a ukulele from a little boy and sang a number," explains the platinum-haired and blue-eyed singer, "and the program was being broadcast over a local station."

"Well, I kept on singing for two hours and a half, and after it was all over I found I had a job with the radio people, and I stayed seven years."

Later Miss Pursell won a popularity contest and went to Hawaii as first prize winner. Then followed a year on big-time vaudeville and numerous theatrical engagements.

"But my big thrill came," says Miss Pursell, "when I started East. Friends urged me to come on, and after much thought I decided I'd try it. Well, to put it mildly, I'm thrilled to death. I consider my new connection with the National Broadcasting Company a marvelous opportunity. I consider radio my field and I intend to stay in it."

Miss Pursell's voice, in her own words, is peculiarly suited to the singing of ballads "with a swing." That is perhaps why she is often compared with the late Nora Bayes, whose low, rhythmical voice captivated American song lovers.

The singer's voice is low pitched and vibrant, and listeners say it has an unusually appealing quality. Among her own favorite ballads of the day are, "Faded Summer Love," "All of Me," "Now That You're Gone" and "Just Friends." From time to time, Miss Pursell will revive older songs during her broadcasts, she says.

A concert orchestra accompanies Miss Pursell during her programs. At the microphone she makes a striking appearance. Five feet four inches tall, weighing 125 pounds, she stands easily and whispers her song. She gazes at the ceiling and prefers to be alone in the studio during a broadcast.

Blues

Found in WEEI's reception room, a woman artist who refuses to smoke Luckys, Camels, and Chesterfields, but insists on smoking Players Navy Cut's, imported from England. You guessed it, she's a blues singer and now we know what makes her blue.

Most Complete

WBZ-WBZA now has the most complete official weather forecast on the air, according to E. J. Rowell, director of the New England Market Service. Through special arrangement with Dr. G. A. Loveland, meteorologist in charge of the Boston office of the U. S. Weather Bureau, Rowell obtains an official weather statement covering 60 hours. The usual forecast is for 36 hours.

Wednesday — (Continued)

- 4:15—"National Affairs"—Lawrence
 4:20—The Business World Today
 4:30—Stock Exchange Quotations
 4:45—Uncle Beezee
 5:00—Agricultural Markets
 5:15—Club Vincent Orchestra
 5:30—Singing Lady
 5:40—Evening Echoes
 5:45—Little Orphan Annie
 6:02—Edward J. Lord—Pianist
 6:06—Sports Review
 6:15—Westinghouse Watchmen
 6:30—Roosevelt Campaign Address
 6:45—Topics in Brief—Lowell Thomas
 7:00—Bulova time—Amos 'n' Andy
 7:15—Esso Program
 7:30—Stebbins Boys
 7:45—Billy Jones and Ernie Hare
 8:00—Song Hits of Yesterday
 8:15—Willys—Overland Orchestra
 8:30—Ginger Boys
 8:45—Valvoliners
 9:00—Adventures of Sherlock Holmes
 9:30—Harry Reser's Orchestra
 9:45—American Legion Band
 10:00—Happy Rose Orchestra
 10:15—Russian Kerchma
 10:30—Hollywood Nights
 10:45—Crossroads Hotel
 11:00—Time—Weather Sports Review
 11:15—Greetings to Arctic
WEEI—BOSTON (508m) 590k
- A. M.**
 6:45—Tower Health Exercises
 8:00—Quaker Early Birds
 8:15—E. B. Rideout
 8:20—Looking Over the Morning Paper
 8:30—Cheerio
 9:00—Caroline Cabot
 9:10—The Well Dressed House
 9:15—Sterling Products Program
 9:30—Top O' The Morning
 9:45—Our Dally Food
 10:00—Mrs. Blake's Radio Column
 10:15—Steero
 10:30—Wildroot Program
 10:45—Betty Crocker
 11:00—Keeping Up with Daughter
 11:15—Radio Household Institute
 11:30—Hugo Marian's Marionettes
- P. M.**
 12:00—General Electric Circle
 12:15—Boston Globe News Despatches
 12:25—Stock Exchange Quotations
 12:35—Farmers Produce Market
 12:45—Neapolitan Dutch Girls
 12:55—What's New in the World
 1:00—The Daily Tattler
 2:00—Radio Pastor
 2:15—Neapolitan Dutch Girls
 2:30—New England Kitchen of the Air
 3:00—To be announced
 3:15—Robjent Interlude
 3:30—Edison Kitchen Program
 4:00—Boston Globe Despatches
 4:10—Stock Exchange Quotations
 4:15—Hymns of Old
 4:25—Neapolitan Dutch Girls
 4:55—Red Cross Talk
 5:00—Caraval
 5:15—Skippy
 5:30—Noble's Round Table
 6:00—Black & Blue Program
 6:15—Waldorf Astoria Orch.
 6:30—The Old Painter
 6:35—Boston Globe News Despatches
 6:45—Romance of Science
 7:00—Peters, Francis and Crowley
 7:15—Campbell's Orchestra
 7:30—Prince Albert Quarter Hour
- 7:45—Repertory Players
 8:00—"Big Time"
 8:30—Halsey Stuart Program
 9:00—Goodyear Tire & Rubber
 9:30—Mobiloil Program
 10:00—Coca-Cola
 10:30—To be announced
 11:00—Weather and Fishing Forecast
 11:05—Globe News Despatches
 11:15—Lew Conrad's Statler Orch.
WAAB—BOSTON (212.6m) 1410k
- A. M.**
 7:46—News Flashes
 8:00—Shopping News
 8:45—Old Dutch Girl
 9:00—Little Jack Little
 9:15—Melody Magic
 9:30—Tony's Scrap Book
 9:45—Elizabeth Barthell—Songs
 10:00—Morning Musicale
 10:15—Melody Parade
 10:45—The Four Chummen
 11:00—Cooking School
 11:15—Styles and Fashions
 12:00—Stock Market Quotations
- P. M.**
 12:15—Farm Flashes
 12:30—Parker Music Masters
 1:00—Hotel Taft Orchestra
 1:30—Ritz Carlton Hotel Orchestra
 2:00—Shopping News
 2:45—News Flashes
 3:00—The Rhythm Band
 3:30—Women's Federation
 4:00—Matinee Revue
 4:30—At the Console
 5:00—Girl O' Yesterday
 5:15—Going to Press
 5:30—Professor & the Major
 5:45—"The Lone Wolf Tribe"
 6:00—Connie Boswell
 6:15—St. Moritz Orchestra
 6:40—United Action for Employment
 6:45—Bing Crosby and Orchestra
 7:00—News Flashes
 7:15—Yankee String Ensemble
 7:30—"Big Brother"—Bob Emery
 7:45—Cocoanut Grove Orchestra
 8:00—The Gossipers
 8:15—Torrid Heat Program
 8:30—The Dictators
 8:45—New England Council
 9:00—Club Mayfair Orchestra
 9:30—Organ Recital
 9:45—News Flashes
 10:00—The Powers Brothers
 10:15—Adventures in Health
 10:30—Society's Playboy
 10:45—Street Singer
 11:00—Columbia Symphony Orchestra
 11:30—Don Redman & Orchestra
WNAC—BOSTON (243.8m) 1236k
- A. M.**
 6:30—Sunrise Melodies
 7:16—News Flashes
 7:30—Morning Watch
 7:45—Shopping News
 8:45—Old Man Sunshine
 8:55—Bisquequick Program
 9:00—Nine O'clock Serenaders
 9:15—The Yankee Singers
 9:30—The Rhythm Band
 9:45—Footlight Echoes
 10:00—Earle Nelson
 10:15—The Harmonizers
 10:30—Nycio Minute Man
 10:45—Song Album
 11:00—Bringing Up Daughter
 11:15—The Davis Mystery Chef

*Estelle Happy
of The Happy Trio*

*Norm Cloutier,
Director*

The Merry Madcaps

The Three Mad Hatters

*Hugh Walton,
Announcer*

*Frances Baldwin
Blues Singer*

**"RADIOLOG
HOUR"
Station WTIC
10:30 P.M.
WED.
MARCH 30**

On Wednesday, March 30, at 10:30 P. M. Ladies and Gentlemen of the great unseen and unheard radio audience, you have an important appointment! Cancel all other dates for that time! Your appointment is with your own receiving set, and all you have to do is to switch the power on and set the dial at 282.8 meters and 1060 kilocycles: just lean back in your chair, relax and listen to one of the finest hour programs of music which you will ever have occasion to hear. Yes, Ladies and Gentlemen, on Wednesday, March 30, at 10:30 P. M. over WTIC, the powerful 50,000 watt transmitter in Hartford, Connecticut, RADIOLOG presents its own hour, in celebration of its first anniversary, with the artists, pictured above, featured in this gala event. Norm Cloutier and his Merry Madcaps, (Featuring the Three Madhatters) who broadcast over the NBC blue network, Estelle Happy, Frances Baldwin and Hugh Walton promise you a delightful hour of music which will entertain and thrill you for the entire sixty minutes. Be sure and tune in—it will be well worth while.

Wednesday — (Continued)

2:30 to 4:00—Same as WNAC
 4:00—U. S. Navy Band Concert
 5:00—The Dance Parade
 5:15—Musical Cameo
 5:30—Uncle Red and AUC Club
 5:45—Lone Wolf Tribe
 6:01—Globe Trotter
 6:10—Central Relief
 6:15—Salteasa Sam
 6:30—U. S. Rubber Co.
 6:45 to 7:30—Same as WNAC

7:30—Emerson Westcott and Orchestra
 7:45 to 8:30—Same as WNAC
 8:30—Dutch Masters Sketch
 8:45 to 10:15—Same as WNAC
 10:15—Adventures in Health
 10:30—Club Mayfair Orchestra
 10:45—The Street Singer
 11:00—Columbia Symphony Orchestra
 11:30—Jimmy Walsh and Orchestra
 12:00 to 1:30—Same as WNAC

THURSDAY, MARCH 31, 1932

WBZ-WBZA—BOSTON (303m) 990k

A. M.
 7:00—Colt Musical Clock
 7:45—Jolly Bill and Jane
 8:00—On the 8:15
 8:15—Phil Cook, the Quaker Man
 8:30—Grin and Bearit
 8:55—World Bookman
 9:01—Homemakers Hints
 9:10—Bisquick Program
 9:15—Shopping About
 9:30—Beautiful Thoughts
 9:46—Morning Parade
 10:15—Clara, Lu and Em
 10:30—Our Daily Food
 10:45—Davis Mystery Chef
 11:00—School of Cookery
 11:15—Ronnie and Van
 11:30—Hinds Romance Exchange
 11:45—The Gospel Singer—MacHugh

P. M.
 12:00—Time—Temperature—Weather
 12:04—New England Agriculture
 12:15—Pat Barnes
 12:30—Stock Exchange Quotations
 12:35—New England Agriculture
 12:45—Farm and Home Hour
 1:30—Gov. Ely's Committee
 1:35—At Home and Abroad
 1:45—Matinee Gems
 2:15—Footlight Fancies
 2:30—Frascati Orchestra
 3:00—Chickering Hour
 3:30—Home Forum Cooking School
 4:00—Lowe Home Decoration
 4:15—"National Affairs"—Lawrence
 4:20—The Business World Today
 4:30—Stock Exchange Quotations
 4:45—Uncle Beezee
 5:00—Agricultural Markets
 5:15—Toe Ticklers
 5:30—Singing Lady
 5:45—Little Orphan Annie
 6:02—Edward J. Lord—Pianist
 6:07—Sports Review—Temperature
 6:15—Just Among Friends
 6:30—Dutch Oven Band
 6:45—Topics in Brief
 7:00—Bulova time—Amos 'n' Andy
 7:15—Hind's Romance Exchange
 7:30—Stebbins Boys
 7:45—Billy Jones and Ernie Hare
 8:00—Dixie Spiritual Singers
 8:15—Rin-Tin Thriller
 8:45—Sisters of the Skillet
 9:00—Blackstone Plantation
 9:30—Maxwell House Melodies
 10:00—A. & P. Gypsies
 10:30—Paris Night Life
 10:45—Buddy, Nava and Ann
 11:00—Time—Weather—Sports Review
 11:15—Joe Rines' Orchestra
 12:15—Midnight Serenade

WEEI—BOSTON (508m) 590k

A. M.
 6:45—Tower Health Exercises

8:00—Quaker Early Birds
 8:15—E. B. Rideout
 8:20—Looking Over the Morning Paper
 8:30—Cheerio
 9:00—Caroline Cabot
 9:10—The Well Dressed House
 9:15—Knox Gelatine Program
 9:30—Top O' The Morning
 9:45—Our Daily Food
 10:00—Edison Friendly Kitchen
 10:30—Soconyland Program
 10:45—Big Ben's Dream Drama
 11:00—WEEI Organist—Del Castillo
 11:15—Minute Taploca
 11:30—WEEI Organist—Del Castillo

P. M.
 12:00—General Electric Circle
 12:15—Boston Globe News Despatches
 12:25—Stock Exchange Quotations
 12:35—Farmers Produce Market
 12:45—WEEI Organist
 12:55—What's New in the World
 1:00—The Daily Tattler
 2:00—Gretchen McMullen
 2:30—Red Cross Mattress
 2:45—Caravan
 3:00—Cleercoal Program
 3:15—Sunsweet Harmonies
 3:30—WEEI Reading Circle
 3:45—Harry Tafe—Songs
 4:00—Boston Globe Despatches
 4:10—Stock Exchange Quotations
 4:15—Silver Lining Hour
 4:30—Songsmith—Tin Pan Alley
 5:00—Y. W. C. A. Talk
 5:10—Al Stanley—Songs
 5:15—Skippy
 5:30—Cliff Evans & Orchestra
 5:45—Russ Columbo & Orchestra
 6:00—Black & Blue Program
 6:15—Wadsworth Howland
 6:30—The Old Painter
 6:35—Boston Globe News Despatches
 6:45—Gil Hamlin—Tenor
 7:00—Crockerville Mountaineers
 7:15—Campbell's Program
 7:30—Cleercoal Program
 8:00—Fleischman Hour
 9:00—Chevrolet Chronicles
 9:30—George Washington Coffee
 10:00—Lucky Strike Dance Orchestra
 11:00—Weather and Fishing Forecasts
 11:06—Globe News Despatches
 11:15—Sea Glades Orchestra

WAAB—BOSTON (212.6m) 1410k

A. M.
 7:46—News Flashes
 8:00—Shopping News
 9:00—Little Jack Little
 9:15—Morning Minstrels
 9:30—Tony's Scrap Book
 9:45—The Ambassadors
 10:00—The Syncopators
 10:15—To be Announced
 10:30—Grace M. Donahue
 10:45—Barbara Gould

Wednesday — (Continued)

11:30—Cooking School
 11:45—Piano Pictures
 12:00—News Flashes
P. M.
 12:15—Yoeng's Orchestra
 12:30—Kremel Chef
 12:45—Columbia Revue
 1:00—Shopping News
 2:00—Aunt Jemima Songs
 2:15—To be announced
 2:25—Johnson Daily Guide
 2:30—Columbia Salon Orchestra
 3:00—The Captivators
 3:15—Charis Program
 3:30—Arthurl Jarrett
 3:45—Four Eton Boys
 4:00—Spotlighting Modern Education
 4:15—U. S. Navy Band
 5:00—The Dance Parade
 5:30—Musical Cameo
 5:45—Show World
 6:00—Time—Weather—News

6:10—Captain Whopper
 6:15—The Modernists
 6:30—"Big Brother"—Bob Emery
 6:45—Ranny Weeks
 7:00—Myrt and Marge
 7:15—Maxwell House Coffee
 7:30—"Easy Aces"
 7:45—Camel Quarter Hour
 8:00—The Lint Bath Club
 8:15—Singin' Sam
 8:30—To be announced
 8:45—Colonel Stoopnagle & Budd
 9:00—Gold Medal Fast Freight
 9:30—Eno Crime Club
 10:00—Chesterfield Program
 10:15—Le Paradis Dance Band
 10:30—Club Mayfair Orchestra
 11:00—News—Weather report
 11:15—Organ Recital
 11:30—Cocoanut Grove Orchestra
 12:00—Central Park Casino Orchestra
 12:30—Art Krueger & Orchestra
 1:00—Park Ave. Rest. Orchestra
 1:30—Sutton Club Orchestra

WTIC—HARTFORD (282.8m) 1060k

A. M.
 8:00—WTIC Synchronized with WEAJ
P. M.
 4:00—Sunset Hour—Kriens
 4:42—Program Summary
 4:45—Janet Cooper and Mary Cohane
 5:00—Caravan—Desert Romance
 5:15—Skippy
 5:30—Wayne King & Orchestra
 5:45—Mother Goose
 6:00—Serenading Strings
 6:15—Diamond Dance Orchestra
 6:30—Bulletins
 6:34—"From Manchuria to Shanghai"
 6:45—WTIC String Quartet
 7:00—Talk on Tuberculosis
 7:15—Recorded Program
 7:30—Studio Recital
 7:45—The Quakers
 8:00—Screen Star Interview
 8:15—Musical Craftsmen
 8:30—Studio Recital
 9:00—In a Rose Garden
 9:30—Nathaniel Shilkret's Orchestra
 10:00—Topnotchers of Sport
 10:35—RADIOLOG REVUE — With Merry Madcaps, Norman Cloutier, Director; Three Mad Hatters; Happy Trio; Frances Baldwin.

THOMAS C. McCRAY
 Program Director
 11:30—Vincent Lopez and Orchestra

12:00—Collin Driggs—Organist
WORC—WORCESTER (250m) 1200k

A. M.
 8:00—Heralding the News
 8:15—Musical Alarm Clock
 8:30—Morning Watch
 8:45—The Choristers
 9:00—Little Jack Little
 9:15—Rhythm Band
 9:30—Tony's Scrap Book
 9:45—Footlight Echoes
 10:00—Oxol Trio
 10:15—Morning Melodies
 10:30—Harry Schyde—Myco Man
 10:45—Morning Melodies
 11:00—WORC Budget Club
 11:15—Mystery Chef
 11:30—What's New in the World
 11:35—Musical Interlude
 11:45—Piano Pictures
 12:00—News and Stock Reports

P. M.
 12:15—Time—Programs
 12:20—Charles Boulanger Orchestra
 12:30—Silver Star Hawaiians
 12:45—Columbia Revue
 1:00 to 2:00—Same as WAAB
 2:00—Matinee
 2:15—Columbia Salon Orchestra
 3:00—Edna Wallace Hopper
 3:15—Charis Musical Revue
 3:30—Rhythm Kings
 3:45 to 5:00—Same as WNAC
 5:00—Kathryn Parsons
 5:15—Going to Press
 5:30—Musical Cameo
 5:45—Wrigley's Indians
 6:00 to 6:45—Same as WAAB
 6:45—Ranny Weeks
 7:00 to 7:30—Same as WAAB
 7:30—Front Page Headlines
 7:45—Downey, Wons and Renard
 8:00—The Gossipers
 8:15—The Happy Repairmen
 8:30 to 9:01—Same as WAAB
 9:01—Chop Sticks Orchestra
 9:15—WORC Public Affairs Forum
 9:30 to 10:00—Same as WAAB
 10:00—Music That Satisfies
 10:15—Cocoanut Grove Orchestra
 10:30—Club Mayfair Orchestra
 10:45 to 11:30—Same as WAAB

WEAN—PROVIDENCE (384m) 990k

A. M.
 7:30—Globe Trotter
 7:45—Morning Devotions
 8:00—Salon Musicale
 8:25—Bisquick Program
 8:30—Shopping News
 8:45—Old Dutch Girl
 9:00—Little Jack Little
 9:15—Melody Magic
 9:30—Tony's Scrap Book
 9:45—Elizabeth Barthel
 10:00—The Oxol Boys
 10:15—Nation's Hospitals
 10:30—The Myco Minute Man
 10:45—The Four Clubmen
 11:00—Tone Paintings
 11:15 to 12:00—Same as WNAC
P. M.
 12:01—Globe Trotter
 12:10—Lenten Noontday Service
 12:30—Kremel Singing Chef
 12:45—Shopping News
 12:50—Columbia Revue
 1:00—Information Service
 2:00—The Gossipers
 2:15—Women's Federation

TUNE IN ON --

- EASTER SUNRISE SERVICES—Sunday, March 27, at 8:30 A. M. over WAAB. A broadcast from the Hollywood Bowl.
- CARDINAL CERRETTI—Sunday, March 27, at 12:30 P. M. over WAAB. The renowned Archpriest broadcasts from Rome.
- MARIO CHAMLEE—Sunday, March 27, at 3:30 P. M. over WBZ. Guest at the Swift Garden Party program.
- VIENNA BOY SINGERS—Sunday, March 27, at 4:00 P. M. over WEEI. The most famous European choir in an Easter celebration.
- ROSA PONSELLE—Sunday, March 27, at 5:30 P. M. over WEEI. G. E. presents the noted prima donna soprano.
- EVER-READY RADIO GAETIES—Sunday, March 27, at 9:00 P. M. over WNAC. First attempt to broadcast from a train going more than a mile a minute.
- GENE TUNNEY—Sunday, March 27, at 10:15 P. M. over WEEI. "What Would You Do?"
- DR. HAVEN EMERSON—Monday, March 28, at 2:00 P. M. over WTIC. "Disease Prevention."
- RADIO HOME MAKERS—Tuesday, March 29, at 11:15 A. M. over WNAC. The story of George Gershwin.
- ANNA CASE MACKAY AND CHARLES HACKETT—Tuesday, March 29, at 11:30 P. M. over WTIC. Guests on the K. of C. program.
- OUR DAILY FOOD—Wednesday, March 30, at 9:45 A. M. over WEEI. "Safeguarding Babies."
- IDA BAILEY ALLEN—Wednesday, March 30, at 11:30 A. M. over WNAC. Presenting Franz, Internationally known chef.
- DR. RICHARD A. VON KUHLMAN—Wednesday, March 30, at 1.15 P. M. over WTIC. The Philosophy of advertising.
- ETHEL HOLLAND LITTLE—Wednesday, March 30, at 3:30 P. M. over WEEI. "Planning the Spring Wardrobe."
- RADIOLOG HOUR—Wednesday, March 30, at 10:30 P. M. over WTIC. An unusual dance program under the direction of Thomas C. McCray.
- GEORGE RECTOR—Thursday, March 31, at 10:30 A. M. over WBZ. A few pointers on making appetizing dishes.
- MAUDE WETMORE—Thursday, March 31, at 4:00 P. M. over WBZ. Guest speaker on the Home Decorations program.
- JAMES G. McDONALD—Thursday, March 31, at 6:30 P. M. over WTIC. "Are Sanctions Practicable?"
- K. B. GARDNER—Friday, April 1, at 12:45 P. M. over WBZ. Interviewed on the National Farm and Home Hour.
- RADIOLOG PROGRAM—Friday, April 1, at 11:15 P. M. over WBZ. Radio gossip and excellent music.
- CAMEL QUARTER HOUR—Saturday, April 2, at 7:45 P. M. over WNAC. Downey, Wons and Renard broadcast from WNAC's own studios.
- PAUL H. DOUGLAS—Saturday, April 2, at 8:30 P. M. over WEEI. "Social Insurance."
- FRANK N. FREEMAN—Saturday, April 2, at 8:30 P. M. over WEEI. "The Basis of Learning."

COMING ATTRACTIONS

- APRIL 3—Sunday Evening—"Ziegfeld Follies of the Air."
- APRIL 3—Sunday Evening—1931 Orchestral Awards Contest.
- APRIL 6—Wednesday Morning—Music Discrimination Test.
- APRIL 6—Wednesday Afternoon—Celebration of Army Day.
- APRIL 7—Thursday Evening—B. A. Rolfe.

DO YOU KNOW

That Howard Lanin has seven brothers all of whom are musicians and they have an agreement not to encroach on each other's territory, nor hijack each other's accounts? . . . That Jessica Dragonette was born in India? . . . That the Sisters of the Skillet never use any script while broadcasting? . . . That Graham Harris, Sherlock Holmes conductor, saves violins as a hobby, and has 108 of them? . . . That Ernie Golden, veteran orchestra leader who conducts the Sylvanians, is one of the best golfers in radio-musical fields? . . . That Lee Sims has been elected an honorary member of the Shamrock Athletic Club of Trenton, N. J.? . . . That Walter Winchell began his newspaper work writing a column for a theatrical weekly, the Vaudeville News? . . . That KMOX is now installing the world's largest radio organ? . . . That Ted Jewitt, NBC announcer, celebrated a birthday party recently by appearing with Cheerio and giving impersonations of Frank Vagnoni and Hugo Mariani? . . . That Myrt and Marge are stealing much of Amos 'n' Andy's audience away from them? . . . That although Parker Fennelly was born off the coast of Maine, he dislikes the ocean and has a fondness for fresh water fishing? . . . That Eunice Howard is working up a tap dance routine with the bell boy, Peanut, for her Hello Marie sketch? . . . That Billy Jones and Ernie Hare were both Broadway stage stars in their own right before they met and decided to enter radio together? . . . That Robert "Buddy" Wagner has a band composed entirely of musicians who have had experience across the Atlantic? . . . That Alois Havrilla, NBC announcer, has been elected president of the Northern Valley Civic Music Association which serves a group of upper New Jersey towns? . . . That Irene Taylor, noted "blues" singer, bears a marked resemblance to Joan Crawford of movie fame? . . . That the "Sherlock Holmes" series now receives as much fan mail as any other program on the air today? . . . That Burns and Allen are beating all other comedians in this same respect? . . . That the comments of Edwin C. Hill, commentator of the Trumpeters, on the coming political campaign will be cloaked with considerable authority, for he has covered every Republican and Democratic convention since 1912? . . . That Phoebe MacKay, who plays the Cockney role of Mrs. Effie Watts, boarding-house proprietress in the "Real Folks" series, really is English? . . . That Sylvia Froos is one of radio's youngest stars, although at the age of 17, she is a stage veteran of many years of experience? . . . That Victor Moore, who is appearing on the Richman series over Columbia, is one of the big stars in the Broadway hit, "Of Thee I Sing"? . . . That Norman Brokenshire is proving to be just as popular with radio fans as he was before his long absence before the microphone? . . . That Roger White, who conducts the orchestra heard behind the Singing Chef, is now doing his first broadcasting for ten years? . . . That the Embassy Club, where Leon Belasco and his orchestra play, will close shortly, but that will not affect his radio appearances, for his musicians always play from the Columbia studio? . . .

Saturday — (Continued)

3:00—Knights of Melody
 3:30—Saturday Matinee Concert
 4:15—WTIC Synchronized with **WEAF**
WORC—WORCESTER (250m) 1200k

8:00—Heralding the News
 8:15—Musical Alarm Clock
 8:30—Children's Morning Watch
 9:00—Little Jack Little
 9:15 to 10:00—Same as WNAC
 10:00—U. S. Army Band
 10:30—Morning Melodies
 11:00 to 12:00—Same as WNAC
 12:00—News and Stock Reports
P. M.

12:15—Time—Programs
 12:20—Charles Boulanger Orchestra
 1:00 to 2:00—Same as WAAB
 2:00 to 5:00—Same as WNAC
 5:00—Eddie Duchin's Orchestra
 5:30—Three Minute Men
 5:45 to 6:30—Same as WAAB
 6:30—Big Brother—Bob Emery
 6:45 to 7:15—Same as WAAB
 7:15—Freddie Rich Orchestra
 7:30—The Critterions
 7:45—Camel Quarter Hour
 8:00—The Gossipers
 8:15 to 10:15—Same as WNAC
 10:15 to 11:30—Same as WAAB

WEAN—PROVIDENCE (384m) 990k
A. M.

7:30—Globe Trotter
 7:45—Morning Devotions

8:00—Information Service
 8:25—Bisquick Program
 8:30—Information Service
 9:00—Little Jack Little
 9:15—The Commuters
 9:30—Tony's Scrap Book
 9:45—Sunshine Bill
 10:00—Music Club for Children
 10:30—New World Salon Orch.
 11:00 to 12:06—Same as WNAC
P. M.
 12:06—Globe Trotter
 12:15—Yoeng's Orchestra
 1:00—R. I. Information Service
 1:30—Ritz Orchestra
 2:00—The Gossipers
 2:15—WEAN Women's Federation
 2:30—Democratic Club Forum
 3:00 to 4:00—Same as WNAC
 4:00—University of Penn.
 5:00 to 5:45—Same as WNAC
 5:45—Connie Boswell
 6:00—Globe Trotter
 6:15—Hotel Bossert Orchestra
 6:30—"Big Brother"—Bob Emery
 6:45—Leon Belasco & Orchestra
 7:00—Political Situation
 7:15—Dutch Masters Sketch
 7:30 to 8:00—Same as WNAC
 8:00—Today on Capitol Hill
 8:15 to 10:15—Same as WNAC
 10:15—Public Affairs Institute
 10:45—Arthur Jarrett
 11:00—Don Redman's Orchestra
 11:30 to 1:30—Same as WNAC

FROM THE FANS

D. P. (Lynn, Mass.)—It is Ned Weaver whom you have in mind that broadcasts on the Love Story Hour and other dramatic features. Bert Lown is not broadcasting at present. Guy Lombardo is not engaged, and has not been engaged since he became married several years ago.

Q. A. M. (Wellesley, Mass.)—Phil Dewey, a member of the Revelers quartet, was born in Macy, Indiana in 1902, the youngest in a family of eleven. Phil is a graduate of Indiana University and was a Phi Beta Kappa man there. He is married and is the father of two children, James Philip, five years old and Barabara Nell, thirteen months.

R. W. (New Bedford, Mass.)—The Boswell Sisters are now being heard on the Chesterfield program each Monday and Thursday at 10:30 P. M. Ruth Etting and Alex Gray are featured on this program the remainder of the week. The Boswell Sisters are of French parentage and were born in Louisiana. They were recently selected as the leading girl's harmony team by a vote of the leading radio editors in the country, conducted by Jack

Foster of the New York World-Telegram.

C. E. S. (Keene, N. H.)—Little Jack Little was born in England thirty-one years ago. Jack arrived in the United States when he was nine years old. Jack's real name is John Leonard and he is the composer of such popular song hits as "Ting-a-Ling," "Because They All Love You," "I Want to Count Sheen," "I Promise You" and "Let a Little Business Interfere With Business."

F. L. C. (Brockton, Mass.)—Jack Kerr is the one who is known to radio listeners as "The Voice of a Thousand Shades" broadcast each Tuesday evening over a Columbia coast-to-coast network. Jack is somewhat of a newcomer to radio, as he has only been broadcasting for slightly less than a year. He has, however, had considerable experience on the stage, having appeared in the "Scandals," "Vanities" and "No, No, Nanette."

A. C. W. (Framingham, Mass.)—Campana's Italian Balm program is heard every Saturday evening at 9:30 over WBZ-WBZA. The program is known as "The First Nighter."

WITHIN THE LINES

by
JACK D. BRINKLEY (WTIC)



How do you do? Let's have that spotlight over this way for WBZ, Boston and WBZA, Springfield. The National Broadcasting Company is taking the sales and promotion activities of these well known New England broadcasters.

Many local programs will silently and gradually fade into the land of the past, to be replaced with NBC network features. The present sales and program personnel will remain under the new regime, it is promised. The listeners will not immediately become aware of this change, for the transmitters, will keep the same old identities, as will KDKA, Pittsburgh and KYW, Chicago, whose programs and sales will likewise go the NBC way. All these stations are owned by Westinghouse Electric and Manufacturing Company.

* * *

Russ Columbo's broadcasting absence is accredited to a vacation in Florida, and we are assured that the vacation is only temporary... Mike Hanapi, director of the Ilima Islanders, tells me that Sunny Clapp, popular orchestra leader, is now a regular broadcaster over the Honolulu station, KGU... Listeners are practically demanding the return of Eddie Cantor to the dated coffee program. It is not entirely due to Jessel, either... Ruth Etting will hang her hat in the Columbia studios for two more years... A soap manufacturer will sponsor the radio services of the Mills Brothers, when their present contract expires... Kate Smith wears spectacles when she croons those romantic songs into the microphone. She is particularly fond of diamond jewelry, and as she moves her arms in time with the music, the expensive glasswear sparkles and the studio shakes... Ohio's Standard Oil Company will

trade a likely amount of money for the entertainment of Tom Waring and his Troubadours, who are becoming increasingly popular over WTAM, Cleveland... Roxy will resume his radio programs with a brand new gang as soon as his broadcasting quarters in Radio City permit.

Some of the best known radio orchestras—fifty-five to be exact—will campaign for General Motors in as many cities during the week of April 2 to 9. Personal appearances will be closely knit with merchandising for this colossal sales enterprise. A total of one thousand musicians will be employed for the shows.

All details pertaining to transportation of the band to the various cities have been completed, and radio schedules have been treated to allow the appearance of Wayne King, Ben Bernie, Jack Denny, Ted Weems, Herbie Kay, Anson Weeks, Coon-Sanders, Earl Burnett, Vic Meyers, Jack Pettis, Herb Gordon, Husk O'Hare and Jan Garber.

* * *

Mighty glad to hear the personable voice of Norman Brokenshire on the air again. His most important account at the present writing is Chesterfield, of course. It's not an easy matter to reclaim all your former fans, when you've been away from regular announcing in the big city for a long time; but "Broke" will never be ashamed of his listener response. Welcome back, and more power to you, Mr. Brokenshire!

This cigarette account has been completely revamped. Alex Gray is heard on Tuesdays and Fridays, the Boswell Sisters on Mondays and Thursdays and Ruth Etting sings to the listeners of Wednesdays and Saturdays. The orchestra has been reduced to half its former size.

Saturday — (Continued)

10:00—Mrs. Blake's Radio Column

10:15—Breen & de Rose

10:30—Soloists

10:45—WEEI Organist

11:15—Radio Household Institute

11:30—Keys to Happiness—Havrilla

P. M.

12:00—Black & Gold Room Orchestra

12:15—Boston Globe News Despatches

12:25—WEEI Organist

1:00—Stock Exchange Quotations

1:10—Paul Murphy's Troubadours

1:45—Foreign Policy

2:45—Opera

4:00—News Dispatches

4:10—Johnnie Russo & Orch.

4:15—Pianist

4:50—Sam Bittell & Orch.

5:15—Skippy

5:30—Kuku Club

5:45—WEEI Organist—Del Castillo

6:15—Waldorf Astoria Orchestra

6:30—Frank Sweeney

6:35—Boston Globe News Despatches

6:45—Sea Glades Orchestra

7:30—Prince Albert Quarter Hour

7:45—Trio

8:00—Civics Concert Service

8:30—National Advisory Program

9:00—Goodyear Tire & Rubber Co.

9:30—Valspar

10:00—Lucky Strike Dance Orchestra

11:00—Weather and Fishing Forecasts

11:05—Globe News Despatches

11:15—Jesse Crawford

11:30—Buddy Rogers & Orchestra

WAAB—BOSTON (212.6m) 1410k

A. M.

7:46—News Flashes

8:00—Shopping News

9:00—Little Jack Little

9:15—The Commuters

9:30—Tony's Scrap Book

9:45—Songs of Out of Doors

10:00—U. S. Army Band

10:30—New World Salon Orchestra

11:00—The Feature Forecaster

11:15—Styles and Fashions

P. M.

12:00—Stock Market Quotations

12:15—Farm Flashes

12:30—Salon Gems

1:00—Hotel Taft Orchestra

1:30—Ritz Carlton Hotel Orchestra

2:00—Shopping News

2:45—News Flashes

3:00—The Rhythm Band

3:30—Women's Federation

4:00—Matinee Revue

4:30—At the Console

5:00—Eddie Duchin & Orchestra

5:30—Hotel Taft Orchestra

5:45—Connie Boswell

6:00—Hotel Bossert Orchestra

6:30—Jack Miller and Orchestra

6:45—Leon Belasco and Orchestra

7:00—News Flashes

7:15—Yankee String Ensemble

7:30—"Big Brother"—Bob Emery

7:45—Club Mayfair Orchestra

8:00—The Gossipers

8:15—Negro Spirituals

8:30—Tomart Singers

8:46—News Flashes

9:30—Coconut Grove Orchestra

9:30—Organ Recital

10:00—News—"Tip" O'Neill

10:15—Public Affairs Institute

10:45—Arthur Jarrett & Rich's Orch.

11:00—Don Redman & Orchestra

11:30—Cuban Biltmore

WNAC—BOSTON (243.8m) 1230k

A. M.

6:30—Sunrise Melodies

7:16—News Flashes

7:30—Morning Watch

7:45—Shopping News

8:45—Old Man Sunshine

8:55—Bisquick Program

9:00—Nine O'Clock Serenaders

9:15—Yankee Singers

9:30—The Sentinels

9:45—Sunshine Bill

10:00—Earle Nelson

10:15—Footlight Echoes

10:30—Song Album—Ralph Nytlund

10:45—The Tango Orchestra

11:00—Adventures of Helen and Mary

11:30—Columbia Revue

P. M.

12:00—News Flashes

12:15—Chas. Boulanger's Orchestra

1:00—Shopping News

2:00—The Funnyboners

2:15—Saturday Syncopators

2:25—Johnson Daily Guide

2:30—National Democratic Forum

3:00—Four Clubmen

3:30—Van Surdam's Orchestra

4:00—Ann Leaf at the Organ

4:30—Spanish Serenaders

5:00—The Dance Parade

5:15—Musical Mirror

5:30—The Three Minute Men

5:45—The Rhapsodizers

6:00—Time—News—Weather

6:10—Captain Whopper

6:15—Variety Revue

6:30—"Big Brother"—Bob Emery

6:45—The Saturday Nighters

7:00—Political Situation

7:15—Freddie Rich's Orchestra

7:30—The Bright Spot

7:45—Camel Quarter Hour

8:00—Mass. Industrial Commission

8:15—Phil. Symphony Orchestra

10:00—Chesterfield Program

10:15—Le Paradis Dance Band

10:30—Club Mayfair Orchestra

11:01—Record News Flashes

11:15—Organ Recital

11:30—Providence Biltmore Ensemble

12:00—Guy Lombardo & Orchestra

12:30—St. Moritz Orchestra

1:00—Noble Sissle & Orchestra

1:30—Charles Boulanger & Orchestra

WTIC—HARTFORD (282.8m) 1060k

A. M.

7:00—Collin Driggs—Organist

7:30—Sunshine Serenaders—Martin

8:00—Gene and Glenn

8:15—Morning Devotions

8:30—"Cheerio"

9:00—Shopping with Susan

9:55—Announcements

10:00—The Mixing Bowl

10:30—Studio Recital

10:45—Symphonic Syncopation

11:15—Radio Household Institute

11:30—Keys to Happiness

P. M.

12:01—Laurel Trio—Julius Nussman

12:15—Bulletins

12:20—Farm and Home Forum

12:50—Blue Room Echoes—Jos. Blume

1:30—Rhythm Five—Len Berman

2:00—American Game Protective Talk

2:15—Whispering Banjos

2:30—Laubin—Aab Recital

THE MENU WITHOUT FRILLS

By Mildred W. Carlson, Director

Home Forum Cooking School—WBZ-WBZA

Monday to Friday, 3:30—4:00 p. m. — Saturday Morning, 10:00—10:30

There are many reasons for a short menu. It has so many things in its favor. It encourages one to



eat less, which is good for the health, it does not keep one long at the table, a thing to be avoided in this age. It also makes table service less complicated, a thing which is getting to be more and more of a necessity.

While it is true that the average lunch menu in one's house, today, seldom includes more than three, or at the very most four courses, the dishes other than the main plate are often too substantial, and these detract from the important dish, and also provide the guest with too much food.

For example, if one course is an egg dish that is at all substantial, this should be regarded as the main plate, and should be followed only by a salad and a sweet, not by a second important dish.

Spanish Eggs

Spanish Eggs is a dish of this type and an excellent luncheon suggestion, simple and nourishing. It should be served in a large dish, with 2 eggs per person. As it is a sort of "mixed grill" with fried eggs and grilled tomatoes and bananas, surrounded by rice, and covered with strips of bacon.

This dish served with a salad and cheese, and a very simple sweet to follow, such as a compote of fruit, would be an excellent menu for lunch and enough for any one.

It is not at all a bad idea to start lunch with the main dish since this should be the real point of focus at lunch.

A less important plate or dish served first bakes the edge from one's appetite.

Since a green salad is almost a necessity with every meal, and

often missed when it is not served, it must be taken into serious consideration in the short menu.

When the main dish is something like chicken, the salad can be served at the same time, on a plate apart. But, as this is not always possible, the salad must be taken into account and considered a course in itself, which, after all, it has become since it is now so universally served with cheese. This is an American habit which is lately becoming very popular in Europe—even in France where, in the old days, cheese was served separately and never omitted, as it was considered to be a separate course.

Pecan Muffins

- 1 cup graham flour
- 1 cup flour
- 4 Tablespoonsful brown sugar
- 3-4 tsp. salt
- 4 tsp. baking powder
- 1 cup milk
- 1 egg
- 4 tablespoonsful shortening
- 1-2 cup chopped pecan meats

Mix together dry ingredients, add nuts, milk, egg and melted shortening and beat well. Put 1 tablespoon batter into each oiled muffin pan, put 1-2 pecan on each muffin and bake in hot oven at 425 degrees F. 18 to 25 minutes, depending on size of muffin. Makes 12 medium sized or 24 small muffins.

Crab Meat Au Gratin

- 1 lb. crabmeat
- 1 green pepper
- 1 small can pimentos
- 1 1-2 cup white sauce
- Bread crumbs
- Salt and cayenne to taste

Make a medium thick white sauce in a double boiler, using 1 tablespoon of butter, 1 tablespoon flour to 1 cup milk. Carefully pick over crab meat flaking it and separating it into small pieces. Mince green pepper and red pimentos, drop both into white sauce adding Parmesan cheese; allow to steam 5 minutes. Take well buttered baking dish, put alternate layers of white sauce and crab meat. Top with bread crumbs, dot with butter. Allow to bake for 15 minutes in a fairly hot oven. Serve at once.

Friday — (Continued)

8:30—Morning Watch
 8:45—The Choristers
 9:00—Little Jack Little
 9:15 to 10:00—Same as WNAC
 10:00 to 10:45—Same as WAAB
 10:45—Morning Melodies
 11:00—Rumford School of Cookery
 11:15—Morning Melodies
 11:30—What's New in the World
 11:35—Musical Interlude
 11:45—Ben Alley
 12:00—News and Stock

P. M.

12:15—Plymouth Theatre
 12:20—Yoeng's Orchestra
 12:30—Chop Sticks Orchestra
 12:45—Columbia Revue
 1:00—Hotel Taft Orchestra
 1:30—Matinee
 2:00—Ann Leaf at the Organ
 2:30 to 4:15—Same as WNAC
 4:15—Light Opera Gems
 4:45—The City Manager Plan
 5:15—Hotel Taft Orchestra
 5:30—Old Man Sunshine
 5:45 to 6:45—Same as WAAB
 6:45—Ranny Weeks
 7:00 to 7:30—Same as WAAB
 7:30—Gus Arnheim Orchestra
 7:45—Camel Quarter Hour
 8:00—The Gossipers
 8:15—The Gage Brothers
 8:30—Yankee Network Players
 9:00—Street Singer
 9:30 to 10:00—Same as WAAB
 10:00—Club Mayfair Orchestra
 10:30 to 11:30—Same as WAAB

WEAN—PROVIDENCE (384m) 990k

A. M.

7:29—Reveille

7:30—Globe Trotter
 7:45—Morning Devotions
 8:00—Salon Musicales
 8:15—Shopping News
 8:25—Bisquick Five Minutes
 8:30—Information Service
 8:45—Old Dutch Girl
 9:00—Little Jack Little
 9:15 to 10:00—Same as WNAC
 10:00—Oxol Boys
 10:15—Bond Bread Program
 10:45—Don and Betty
 11:00 to 12:00—Same as WNAC
 12:00—Globe Trotter

P. M.

12:10—Noonday Lenten Service
 10:30—Shopping News
 12:35—To be announced
 1:00—Information Service
 2:00—The Gossipers
 2:15—WEAN Women's Federation
 2:30—Yankee Network Players
 3:00 to 4:00—Same as WNAC
 4:00—Light Opera Gems
 4:45—Hotel Taft Orchestra
 5:30—Pollyanna Shoes Program
 5:45—"The Lone Wolf Tribe"
 6:00—Globe Trotter
 6:15—Helen Barr
 6:30—Yoeng's Orchestra
 6:40—United Action for Employment
 6:45 to 7:30—Same as WNAC
 7:30—Biltmore Ensemble
 7:45 to 10:00—Same as WNAC
 10:00—Beau Bachelor
 10:15—Adventures in Health
 10:30—Chesterfield Program
 10:45—The Funnybones
 11:00—Columbia Symphony Orch.
 12:00 to 1:30—Same as WNAC

SATURDAY, APRIL, 2, 1932

WBZ-WBZA—BOSTON (303m) 990k

A. M.

7:00—Colt Musical Clock
 7:45—Rise and Shine
 8:00—On the 8:15
 8:15—Phil Cook, the Quaker Man
 8:30—Grin and Bearit
 8:55—World Bookman
 9:01—Laugh Club
 9:10—Bisquick Program
 9:15—Lady Bugs
 9:30—Beautiful Thoughts
 9:46—The Irish Fiddler
 10:00—Home Forum Cooking School
 10:30—Our Daily Food
 10:45—John Marion—Pianist
 11:00—Morning Parade
 11:30—Greater Boston Fed. of Women

P. M.

12:00—Time—Temperature—Weather
 12:04—4-H Club
 12:15—Pat Barnes
 12:30—Stock Exchange
 12:35—Boston Produce Review
 12:40—Farm and Home Hour
 1:30—Don Pedro's Orchestra
 2:00—Boy Scout Troop of the Air
 2:15—Songs of the Day
 2:30—Troubadours
 2:45—WBZ Ensemble
 3:15—Bradford Organ
 3:30—Sidewalks of Life
 3:45—Buccaneers
 4:00—Herbert Marsh's Orchestra
 4:30—Stock Exchange Quotations
 4:45—Tea Time Tunes

5:15—America at Work
 5:30—Singing Lady
 5:45—Little Orphan Annie
 6:02—Edward J. Lord—Pianist
 6:07—Sports Review
 6:15—Black and Orange Orchestra
 6:30—Hotel Bradford Orchestra
 6:45—Just Willie
 7:00—Bulova time—Amos 'n' Andy
 7:15—Tastyest Jesters
 7:30—Gentlemen of the Press
 7:45—Edward MacHugh—Baritone
 8:00—McEnelly's Orchestra
 8:30—Dance with Countess Dorsay
 9:00—Barn Dance
 9:30—The First Nighter
 10:00—Happy Rose Dance
 10:15—Musical Comedy Moments
 10:30—Hollywood Nights
 10:45—Twenty Fingers of Harmony
 11:00—Time—Weather—Sports Review
 11:15—Egyptian Room Orchestra
 11:30—Hotel Bradford Orchestra
 11:45—Egyptian Room Orchestra
 12:00—The Bewitching Hour

WEEI—BOSTON (508m) 590k

A. M.

6:45—Tower Health Exercises
 8:00—Quaker Early Birds
 8:15—E. B. Rideout
 8:20—Looking Over the Morning Paper
 8:30—Cheerio
 9:00—Melody Singers
 9:15—Knox Gelatine Program
 9:30—Top O' The Morning
 9:45—Our Daily Food

YANKEE NETWORK PRIMA DONNA

The beautiful young lady on this week's cover of RADIOLOG is none other than that imitable Yankee Network soprano, Emily McKenzie. Emily's beauty lies not only in her features, but also in her voice, for she is at present one of the leading sopranos in New England. Although Emily is a comparatively new comer to radio, she is featured on several leading commercial programs and critics who have heard her predict only the brightest of futures for her.

Create Illusion

The Four Mills brothers, masterful exponents of vocal harmonies and instrumental effects, experimented with a new harmonic idea on a recent program. They whistled several choruses together for what seems to be an entirely new method. Coming across the microphone the illusion created is that of the soprano saxophone section of an orchestra backed up by a clarinet.

Suited for Role

When the career of the late John Philip Sousa was traced during a recent "Today and Yesterday" program the role of Professor Esputa, the irascible Spanish music teacher, fell to Ted de Corsica. That was fitting and proper for Ted can trace his ancestry back through the centuries to the time when Castile and Aragon were separate states. One of his ancestors, Eduardo de Corsica, left Spain during the Inquisition. He settled in Mexico and afterwards migrated to what later became the United States.

"Lenny"

Abe Lyman is the proud owner of a canary named "Lenny." The bird joined the lanky conductor's household when Abe and his musicians were playing on the West Coast and has traveled with the aggregation for the past two years.

Nylund Knows His Circuits

If the Yankee Network technical department runs into "grief" while Ralph Nylund is about the studios it will be able to press one of New England's leading tenors into serv-

ice in "shooting trouble". Prior to winning the Atwater Kent audition for southern Massachusetts Nylund carried pliers, screw drivers, and a soldering iron in his pockets instead of a brief case under his arm. One of the judges of the contest advised Nylund to take to radio seriously and as a result he started to climb the ladder of radio success. Like Abraham Lincoln his favorite book is the Bible. Nylund was born in Dorchester.

Dave Knows

Recently several musicians were discussing drummers they had known and what had become of them. Announcer David Ross passing by, suggested over his shoulder: "They all go back to the sticks, of course."

Only One

Yoddlin' Jim Doyle claims to be the only real Texas cowboy doing vaudeville and broadcasting that doesn't stick to the ten gallon hat and chappies. Jim wears street clothes, walks, acts, talks, and cats just as any Bostonian. But can he yoddlle? You should listen over WEEI,—Dunt Esk.

Cat Saves Lives

A "cat" saved a hard-boiled Marine sergeant's life the other night and strange to say while doing it the "cat" was in Boston and the Marine sergeant was in Quincy a dozen miles away. Radio is certainly a wonderful thing.

The facts of the matter are this. Sergeant Lloyd Ganzel of the U. S. Marines was sitting by the radio with his wife listening to the Gossipers who broadcast nightly over station WAAB and affiliated stations of the Yankee Network. The gas pipe was leaking but the Ganzels didn't take cognizance of that fact. Suddenly they dozed and it was while dozing the meow of "Trixie" the trick "cat" who is a very important part of the Gossipers program let out a squack as someone stepped on "her tail". The squack awakened the Marine's wife who smelled gas, opened the door, summoned aid and helped revive her good husband.

Friday — (Continued)

- 4:20—Al Luttringer's Players
 4:50—Dr. Burbank
 5:00—Caravan
 5:15—Skippy
 5:30—The Art of Living
 5:45—Listerine Program
 6:00—Black & Blue Program
 6:15—Waldorf Astoria Orch.
 6:30—The Old Painter
 6:35—Boston Globe News Despatches
 6:45—Quaker State Orchestra
 7:00—Dainty Dot Dandies
 7:15—Campbell's Program
 7:30—Prince Albert Quarter Hour
 7:45—Simpson Spring Quartet
 8:00—Cities Service Concert Orchestra
 9:00—Clickquot Club Fiskimos
 9:30—Fox Fur Trappers
 10:00—Whitman Candy
 10:30—New York—RKO Theatre of Air
 11:00—Weather and Fishing Forecasts
 11:00—Globe News Despatches
 11:15—Lew Conrad's Statler Orch.
- WAAB—BOSTON (212.6m) 1410k**
- A. M.**
 7:46—News Flashes
 8:00—Shopping News
 8:45—Old Dutch Girl
 9:00—Little Jack Little
 9:15—The Madison Singers
 9:30—Tony's Scrap Book
 9:45—Little Journeys to Market
 10:00—The Oxol Boys
 10:15—Bond Bread Program
 10:45—Don and Betty
 11:00—The Fitch Professor
 11:15—Cooking School
 11:30—Styles and Fashions
- P. M.**
 12:00—Stock Market Quotations
 12:15—Farm Flashes
 12:30—Parker Music Masters
 1:00—Hotel Taft Orchestra
 1:30—Atlantic City Musicale
 2:00—Shopping News
 2:45—News Flashes
 3:00—The Rhythm Band
 3:30—Women's Federation
 4:00—Light Opera Gems
 4:45—Talk—City Manager Plan
 5:30—Pollyanna Shoes Program
 5:45—"The Lone Wolf Tribe"
 6:00—John Kelvin—Irish Tenor
 6:15—Yoeng's Orchestra
 6:40—United Action for Employment
 6:45—Bing Crosby and Rich's Orch.
 7:00—News Flashes
 7:15—Yankee String Ensemble
 7:30—"Big Brother"—Bob Emery
 7:45—Cocoanut Grove Orchestra
 8:00—The Gossipers
 8:15—Chuck Marny's Minstrels
 8:30—Yankee Network Drama
 9:00—Club Mayfair Orchestra
 9:30—Organ Recital
 9:45—News Flashes
 10:00—Beau Bachelor
 10:15—Adventures in Health
 10:30—Music That Satisfies
 10:45—The Funnyboners
 11:00—Columbia Symphony Orchestra
 11:30—George Olsen & Orchestra
- WNAC—BOSTON (243.6m) 1230k**
- A. M.**
 6:30—Sunrise Melodies
 7:16—News Flashes
 7:30—Morning Watch
 7:45—Shopping News
 8:45—Old Man Sunshine
 8:55—Bisque Program
- 9:00—Nine O'Clock Serenaders
 9:15—The Kimball Redcaps
 9:30—Birdseye Frosted Foodsters
 9:45—Del Maize—Jane McGrew
 10:00—Song Album
 10:15—Footlight Echoes
 10:30—Acme Sunshine Melodies
 10:45—Sears Best Sellers
 11:00—Forecast Cooking School
 11:15—Lane Cedar Chest
 11:30—Cooking School
 11:45—Ben Alley
- P. M.**
 12:00—News Flashes
 12:20—St. Paul's Cathedral
 1:00—Shopping News
 2:00—Organ Recital
 2:25—Johnson Daily Guide
 2:30—Columbia Salon Orchestra
 3:00—U. S. Marine Band
 3:30—Arthur Jarrett
 3:45—Educational Features
 4:00—Spotlighting Modern Education
 4:15—Matinee Revue
 4:30—At the Console
 5:00—The Dance Parade
 5:15—Musical Cameo
 5:30—Old Man Sunshine
 5:45—The Guardsmen
 6:00—Time—News—Weather
 6:10—Captain Whopper
 6:15—Helen Barr
 6:30—"Big Brother"—Bob Emery
 6:45—John Irving—Ranny Weeks
 7:00—Myrt and Marge
 7:15—Maxwell House Coffee
 7:30—"Easy Aces"
 7:45—Camel Quarter Hour
 8:00—Linit Bath Club
 8:15—Singin' Sam
 8:30—Today and Yesterday
 9:00—Hillsbury Pageant
 9:30—To the Ladies
 9:45—Friendly Five Footnotes
 10:00—Cocoanut Grove Orchestra
 10:30—Le Paradis Dance Band
 11:01—Record News Flashes
 11:15—Organ Recital
 11:30—Club Mayfair Orchestra
 12:00—Ben Bernie & Orchestra
 12:30—Isham Jones & Orchestra
 1:00—Roseland Ballroom Orch.
 1:30—Gus Arnheim & Orch.
- WTIC—HARTFORD (282.8m) 1060k**
- A. M.**
 8:00—WTIC Synchronized with WEA
P. M.
 4:00—Betty Moore—Decorator
 4:15—Program Summary
 4:18—Sunset Hour
 5:00—Caravan—Desert Romance
 5:15—Skippy
 5:30—Blue Minstrels
 5:45—Happy Rose Dance Orch.
 6:00—Serenading Strings
 6:15—Diamond Dance Orchestra
 6:30—Bulletins
 6:34—The Little Symphony
 7:00—Travelers Pilot—Orchestra
 7:30—Studio Musicale
 7:45—Harry Salter's Golden Trail Orch.
 8:00—Jessica Dragonette
 9:00—Eskimo Night Club
 9:30—The Travelers Hour
 10:30—Theatre of the Air
 11:00—News—Weather
 11:05—Club Hollywood Orchestra
- WORC—WORCESTER (250m) 1200k**
 8:00—Heralding the News
 8:15—Musical Alarm Clock

EDITS OWN MAGAZINE



HOWARD MERRILL

The boyhood of Howard Merrill and that of the average American boy are about as alike as night and day.

From the time Howard was able to toddle, he has been winning public attention through movies, posing for famous portrait painters, and as a juvenile radio actor.

The star boy actor of many National Broadcasting Company dramatic programs was born in New York City fifteen years ago. Scarcely a year later he began his movie career which eventually gave him the name of "America's most photographed child."

Young Merrill made his bow to radio when station WEAJ was located at 195 Broadway. That makes him one of the veterans. Long ago he and his parents lost track of the number of programs in which he has appeared.

One of his outstanding characterizations was his portrayal of Booth Tarkington's Penrod in a series of that title which was heard over an NBC network three years ago. The radio sketches were adapted by Julian Street, Jr., of the NBC continuity staff.

Howard has found time to become a publisher since he started a weekly four-page magazine that already has a circulation of more than a

thousand. It is called Cross-Town, and contains comment on the news of the day, editorials, poetry and humor.

A recent subscriber to Cross-Town is Alfred E. Smith. The former governor wrote Howard a letter of commendation and enclosed a dollar bill for six months' subscription.

At present Howard Merrill is heard regularly on the Lady Next Door program, and the NBC Children's Hour, and is often heard on Collier's Radio Hour, True Story program, The Goldbergs, Soconyland Sketches and other dramatic productions.

One In A Woodpile

Graham McNamee (to attorney): I'm afraid of my wife. She's threatened to attack me with an ax.

Attorney: Why worry? Did you ever see a woman try to chop a stick of wood?

House-Broken

Joseph Bell: And has she made him a good wife?

Richard Gordon: I don't know. But I do know she has made him a very good husband.

By Actual Measurement

James Wallington: So you took that pippin home from the theater last night.

Fred Uttal: Yeh.

J. W.: How far does she live from the theater?

F. U.: Oh, three soda-fountains and one candy store.

Fooled Them

Late hours mean nothing to broadcasters. But to Charles S. (Cy) Young, business mentor of WBZ-WBZA, they mean even less than that. He has always shown a perverse disposition to stay on the job from 10 to 12 hours before calling it a day. One day last week a canvas army cot was discovered in the corner of Cy's office. Staff members at once jumped to the conclusion that the studio work-horse had given up his home altogether. But Cy merely observed, "I'm going camping!"

Thursday — (Continued)

6:30—Bing Crosby
 6:45—Harmonica Harmonies
 7:00—News Reports
 7:15 to 8:00—Same as WNAC
 8:00—The Gossipers
 8:15—Daniel Devens
 8:30 to 9:00—Same as WAAB
 9:00—Le Paradis Dance Band
 9:30 to 10:00—Same as WAAB
 10:00—Club Mayfair Orchestra
 10:30—Music that Satisfies
 10:45—Arthur Jarrett
 11:01—Toscha Seidel
 11:30—George Olsen and Orchestra
 11:45—Bing Crosby
WEAN—PROVIDENCE (384m) 990k
A. M.
 7:29—Revelle
 7:30—Globe Trotter
 7:45—Morning Devotions
 8:00—Information Service
 8:30—Providence Jr.—Sr. High Schools
 8:45—R. I. Information
 9:15—Morning Minstrels
 9:30—Peanut Jubilee
 9:45—The Ambassadors
 10:00 to 10:45—Same as WNAC
 10:45—Barbara Gould Beauty Talk

11:00 to 12:00—Same as WNAC
P. M.
 12:01—Globe Trotter
 12:10—Lenten Noonday Service
 12:30—Shopping News
 12:35—R. I. Information Service
 1:00—Hotel Taft Orchestra
 1:30—Columbia Salon Orchestra
 2:00—The Gossipers
 2:15—WEAN Women's Federation
 2:30—Ann Leaf at the Organ
 3:00—La Forge Berumen
 3:30 to 4:45—Same as WNAC
 4:45—Organ Recital
 5:00—Tito Guizar
 5:15—The Ambassadors
 5:30 to 6:00—Same as WNAC
 6:00—Globe Trotter
 6:15—Reis and Dunn
 6:30—Jack Miller & Orchestra
 6:45—Chas. Boulanger and Orchestra
 7:00 to 10:00—Same as WNAC
 10:00—Hart-Schaffner-Marx Trumpeters
 10:30—Chesterfield Program
 10:45—Jack Miller & Orchestra
 11:00—Howard Barlow
 11:30—George Olsen & Orchestra
 12:00 to 1:30—Same as WNAC

FRIDAY, APRIL 1, 1932

WBZ-WBZA—BOSTON (303m) 990k

A. M.
 7:00—Colt Musical Clock
 7:45—Jolly Bill and Jane
 8:00—On the 8:15
 8:15—Phil Cook, the Quaker Man
 8:30—Grin and Bearit
 8:55—World Bookman
 9:01—Homemakers Hints
 9:10—Bisquick Program
 9:15—Shopping About
 9:30—Beautiful Thoughts
 9:46—Morning Parade
 10:15—Clara, Lu and Em
 10:30—Our Daily Foods
 10:45—Paramount Organ
 10:55—Silk Fashions
 11:00—Music Appreciation Hour
P. M.
 12:04—New England Agriculture
 12:15—Pat Barnes
 12:30—Stock Exchange Quotations
 12:35—New England Agriculture
 12:45—Farm and Home Hour
 1:30—Gov. Ely's Committee
 1:35—At Home and Abroad
 1:45—WBZ Luncheon Ensemble
 2:00—Cohen and Clancy
 2:15—Book Reviews
 2:30—Matinee Gems
 3:00—"Sallortown"
 3:30—Home Forum Cooking School
 4:00—Tea Dance
 4:15—"National Affairs"—Lawrence
 4:20—The Business World Today
 4:30—Stock Exchange Quotations
 4:45—Uncle Beezee
 5:00—Agricultural Markets
 5:05—Doug Woodman's Orchestra
 5:30—Singing Lady
 5:45—Little Orphan Annie
 6:02—Edward J. Lord—Pianist
 6:07—Sports Review—Temperature
 6:15—Boscol Program
 6:30—Royal Vagabonds
 6:45—Topics in Brief—Lowell Thomas
 7:00—Bulova time—Amos 'n' Andy
 7:15—Esso Program
 7:30—Stebbins Boys

7:45—Billy Jones and Ernie Hare
 8:00—Nestle's Program
 8:30—Oldsmobile Melody Speedway
 8:45—Sisters of the Skillet
 9:00—Friendship Town
 9:30—Armour Program
 10:00—Paul Whiteman — Pontiac
 10:30—Jo-Cur Waves of Melody
 10:45—Spiritual Singers
 11:00—Time—Weather—Sports Review
 11:15—**HERE AND THERE IN RADIO-
 LAND—RADIOLOG EDITOR
 LOUIS WEIR—ORGANIST**
 11:30—Hotel Bradford Orchestra
WEEI—BOSTON (508m) 590k
A. M.
 6:45—Tower Health Exercises
 8:00—Quaker Early Birds
 8:15—E. B. Rideout
 8:20—Looking Over the Morning Paper
 8:30—Cheerio
 9:00—Caroline Cabot
 9:10—The Well Dressed House
 9:15—Flying Fingers
 9:30—Southernaires
 9:45—Our Daily Food
 10:00—Mrs. Blake's Radio Column
 10:15—Sterling Products—Dr. Copeland
 10:30—I. Newman Program
 10:45—Betty Crocker
 11:00—NBC Music Appreciation
P. M.
 12:00—General Electric Circle
 12:15—Boston Globe News Despatches
 12:25—Stock Exchange Quotations
 12:30—State Dept. of Information
 12:40—Farmers Produce Market
 12:50—Pianist
 12:55—What's New in the World
 1:00—The Daily Tattler
 2:00—Triple Toe Triplets
 2:15—Neapolitan Program
 2:30—New England Kitchen of the Air
 3:00—Neapolitan Dutch Girls
 3:30—Reading Circle
 3:45—To be announced
 4:00—Boston Globe Despatches
 4:10—Stock Exchange Quotations
 4:15—To be announced

In "Hello, Marie"



EUNICE HOWARD

Eunice Howard, NBC dramatic star, who is widening her radio audience with her work in the "Hello Marie" skit, which is broadcast at 3:30 p. m., E. S. T., every Tuesday, Wednesday, Thursday and Saturday over an NBC-WJZ network from the Chicago studios is shown above.

Instrumental Support

On a recent program, Singin' Sam called upon additional instrumental support. It was an organ and a larger studio was necessary to accommodate the instrument. Emil Seidel, his regular pianist, did the honors for Sam.

Back Again

The voice of Graham McNamee, first heard from the Bell Telephone Laboratories at 463 West Street, New York City in the early days of radio broadcasting is being record-

ed there again. McNamee, who is the talking reporter for Universal Newsreel, now records his talks at the Bell Laboratories instead of at Camden.

Collecting Himself

Waiter: Mr. Rowell has left his umbrella again. I believe he'd lose his head if it were loose.

Manager: No doubt you're right. I heard him say he was going to Arizona for his lungs.

Matter of Heredity

Andre Baruch: Whom does your little son look like?

David Ross: His eyes are mine, the nose is my wife's and his voice, I think, he got from our auto horn.

Service for The Lady

Welcome Lewis: Can you give me a room and bath?

Hotel Clerk: I can give you a room, Miss, but you will have to take your own bath.

Special Mike

Harry D. Goodwin, 17-year-old office and messenger boy at WBZ-WBZA, finds himself frequently cast in some juvenile role in dramatic sketches on the air. Harry has a microphone all his own, because the mike standards are too high for him even when they are lowered to a "short" position.

Heard Far Away

H. Sidbotham of Notts, England, in a letter to Station WAAZ tells of picking up that station and was much interested in the Carborundum program, which has been a weekly feature each Saturday, E. S. T. at 9 P. M.

The reception on ear phones, he says, was very good, his set being one equipped with three tubes.

New Fad

Irene Hannify, guest organist at WEEI, known around the studios as the girl in brown, has introduced a new one at the console. She wears a special pair of shoes for broadcasting, equipped with regulation baseball cleats. Miss Hannify says they are to prevent her feet from slipping—from the brass pedals.

Thursday — (Continued)

- 11:00—Ann Arden Fashions
11:15—Styles and Fashions
P. M.
12:00—Stock Market Quotations
12:15—Farm Flashes
12:30—Parker Music Masters
1:00—Hotel Taft Orchestra
1:30—Columbia Salon Orchestra
2:00—Shopping News
2:45—News Flashes
3:00—La Forge Berumen Musicales
3:30—Women's Federation
4:00—Matinee Revue
4:30—Organ Recital
5:00—Tito Guizar
5:15—The Ambassadors
5:30—Professor and the Major
5:45—Movie Stars Revue
6:00—Hotel Bossert Orchestra
6:15—Reis and Dunn
6:30—Jack Miller and Orchestra
6:45—Chas. Boulanger's Orchestra
7:00—News Flashes
7:15—Yankee String Ensemble
7:30—Richman Clothes Program
7:45—Club Mayfair Orchestra
8:00—The Gossipers
8:15—Mystery Baritone
8:30—Quiet Harmonies
8:45—Chemical Society Lecture
9:00—Cocoanut Grove Orchestra
9:30—Organ Recital
9:45—News Flashes
10:00—Hart-Schaffner & Marx
10:30—Music that Satisfies
10:45—Jack Miller & Orchestra
11:00—Columbia Symphony Orch.
11:30—George Olsen & Orchestra
WNAC—BOSTON (243.8m) 1230k
A. M.
6:30—Sunrise Melodies
7:16—News Flashes
7:30—Morning Watch
7:45—Shopping News
8:45—Old Man Sunshine
8:55—Bisquick Program
9:00—Nine O'Clock Serenaders
9:15—The Yankee Singers
9:30—Hoyt's Orchestra
9:45—Song Album
10:00—Copeland—Ceresota Program
10:15—Ranny Weeks
10:30—Prudence Silk Stockings
10:45—The Vapon Program
11:00—U. S. Navy Band
11:30—Medical Society Talk
11:45—Ben Alley—Tenor
12:00—Shepard Stores News
P. M.
12:11—News Flashes
12:15—King's Chapel
1:00—Shopping News
2:00—Aunt Jemima Songs
2:15—To be announced
2:25—Johnson Daily Guide
2:30—Ann Leaf at the Organ
3:00—Chemical Society Lecture
3:15—The Romancers
3:30—Rhythm Kings
3:45—Virginia Arnold—Pianist
4:00—U. S. Army Band
4:30—Hotel Taft Orchestra
5:00—The Dance Parade
5:15—Musical Mirror
5:30—The Three Minute Men
5:45—To be announced
6:00—Time—News—Weather
6:10—Captain Whopper
6:15—Stage Star Salute
6:30—"Big Brother"—Bob Emery
6:45—Richfield Rollickers
7:00—Myrt and Marge
7:15—Manhattan Serenaders
7:30—Yankee String Ensemble
7:45—The Camel Quarter Hour
8:00—Linit Bath Club
8:15—Abe Lyman's Band
8:30—Celt Shoe Program
8:45—Angelo Patri
9:00—The Mills Brothers
9:15—Ted Husing Sportsants
9:30—Love Story Magazine
10:00—Nation's Hospitals
10:15—Wrestling Match
11:01—News Flashes
11:15—Organ Recital
11:30—Le Paradis Dance Band
12:00—Guy Lombardo & Orchestra
12:30—Joe Reichman & Orchestra
1:00—Park Ave. Rest. Orchestra
1:30—Buddy Wagner & Orchestra
WTIC—HARTFORD (232.8m) 1060k
A. M.
7:00—Collin Driggs—Organist
7:30—Sunshine Serenaders—Martin
8:00—Gene and Glenn
8:15—Morning Devotions
8:30—Cheerlo
9:00—Shopping with Susan
9:55—Announcements
10:00—Mrs. Blake
10:15—Breen and de Rose
10:30—Cindy and Sam
10:45—Dream Dramas
11:00—WTIC Pop Concert—Kriens
11:15—Radio Household Institute
11:30—WTIC Pop Concert
11:45—Women's Home Program
12:00—Home Circle Chat
P. M.
12:15—Motor Vehicle Department
12:20—Farm and Home Forum
12:50—Blue Room Echoes—Jos. Blume
1:25—"Odors and Tastes in Water"
1:30—Julius Hartt School Recital
2:00—WTIC Playhouse Matinee
2:30—Baldwin—Bernian
2:45—Caravan Romance
3:00—Songs My Mother Taught Me
3:15—Studio Recital
3:30—"The Mixing Bowl"
4:15—WTIC Synchronized with **WEAF**
WORC—WORCESTER (250m) 1200k
A. M.
8:00—Heralding the News
8:15—Musical Alarm Clock
8:30—Morning Watch
8:45—The Choristers
9:00 to 9:45—Same as WAAB
9:45—Song Album
10:00—Morning Melodies
10:15 to 10:45—Same as WNAC
10:45—Morning Melodies
11:00 to 12:00—Same as WNAC
12:00—News and Stock Reports
P. M.
12:15—Time—Programs
12:20—Charles Boulanger Orchestra
12:30—Columbia Revue
1:00 to 2:00—Same as WAAB
2:00—Matinee
2:15—Ann Leaf at the Organ
2:30—To be announced
3:00—La Forge Berumen
3:30 to 5:00—Same as WNAC
5:00 to 5:30—Same as WAAB
5:30—Three Minute Men
5:45—Downeyflake Dunketeers
6:00—Connie Boswell
6:15—Reis and Dunn

FROM THE STUDIOS

Garden Hour Guest



MARIO CHAMLEE

Mario Chamlee, Metropolitan Opera star for the past nine years, will be the guest artist on the Swift Garden Hour program over the NBC-WEEI network, Sunday afternoon, March 27 from 3:30 to 4 p. m. Chamlee will sing two groups of the lighter and better-liked operatic arias. He appears on this season's Garden Hour program by request of those who heard him sing on this same hour last season.

Is Not a Crooner

And now it is possible to learn scientifically whether a singer is a crooner. And it is also possible that Morton Downey is not to be included in that vocal species.

The scientist who flashed the word to a waiting world was Dr. William Eruid White, Director of Acoustic Research for the American Steel and Wire Co., after a test in Columbia's Chicago studios.

A large delegation of newspaper men and other interested onlookers watched the tests with Dr. White's projection oscilloscope during which Downey's voice was

shown as a ribbon of light vibrating across a silver screen.

"I agree with a prominent churchman in his recent denunciation of so-called crooners," Dr. White said upon conclusion of the tests. "However, by no stretch of the imagination, can Mr. Downey be called a crooner. He is the possessor of a pure and legitimate light lyric tenor of extremely unusual range. There are no artificial notes, and no falsetto qualities in his voice."

Stuck Up

David Rubinoff: Have you heard about the meanest man in the world?

George Jessel: Yea. He throws chewing-gum in the streets for Austins to get stuck on.

Painless Worker

Jesse Crawford: Doc, how about an appointment this afternoon?

Dentist: I'm sorry, sir, but I have eighteen cavities to fill.

And he picked up his golf bag and went out.

Ring Around A Rosie

Billy Jones: Why do you play golf so much?

Ernie Hare: To keep fit.

B. J. : What for?

E. H. : Golf.

Says Nat

When Nat Shilkret heard that the Boswell Sisters were to be heard twice weekly on the "Music That Satisfies" program he is reported to have said: "All's well that's Boswell."

Associations Now

Radio fans no longer confine themselves to mere clubs. Now it's a "Vaughn de Leath Association." A listener of Pompton, N. J., writes that he heads an association of 356 members who listen regularly to Columbia's "original radio girl."

Whoopee!

Nick Lucas, touring vaudeville, reports a deluge of bass and baritone singers outside the country's main station areas. "They're thicker than we crooners ever were," reports Nick.