

Radio Guide

An ILLUSTRATED WEEKLY of PROGRAMS and PERSONALITIES

Vol. 1. No. 6

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5 Cents

RADIO'S VALENTINO

RUSS COLUMBO NOW FIRST IN HEARTS OF WOMEN FANS

A success story from the pen of an Horatio Alger or a fanciful tale from the brilliant mind of a Hans Christian Andersen could well use as the hero the glamorous figure of Russ Columbo, the youth whose melodious baritone voice has catapulted him to the very top of the radio heap.

• An eager brown-eyed lad of twenty-three, Columbo rides in the circle of success with the sheer joy and bewilderment of an urchin who has snatched the elusive brass ring on a merry-go-round ride.

But lo! The brass ring is not of brass. It is solid gold, encrusted with priceless diamonds. Russ Columbo, three short months ago an obscure singer and musician on the west coast, is today traveling up a path at whose end is the end of the Rainbow.

The reason? Genius and a splendid voice are undoubtedly his; a handsome physique and a winning personality are also undeniably his; and coupled with all this he has a native shrewd intelligence and real ambition.

But all this, strange as it may seem, was not nearly enough to bring him to the top. Something more was needed,

something most important. Good management! This meant the right presentation, the right approach to the right people, and ballyhoo! That latter, proper ballyhoo, is so very, very important. And Con Conrad, the famous song writer, was the answer to that problem.

But now we're a bit ahead of our story. Let us travel down the "memory lane" of Russ's start and growth and get really acquainted with him.

Russ was the twelfth son of a twelfth son. He maintains he is free of superstition, but we know he wouldn't trade that twelfth-son-of-a-twelfth-son birthright for all the glory in the world.

The name he was given sounds like a beautiful sequence of musical notes Ruggiero Eugenio Di Rudolpho Columbo. But he wasn't yet three years



Russ Columbo



Pola Negri

Pola Negri's favor helped to shape Columbo's Destiny.

old when his playmates on the streets of San Francisco shortened that imposing symphony to plain "Russ". Innately, Columbo resents the coldness of the "Russ" diminutive and cherishes the memory of his full name as one might a lost bit of lyrical beauty.

Russ wasn't yet seven when a German violinist, John Czech, was hired to give him lessons. He proved an excellent pupil and (Turn to page 9)

PROGRAMS FOR WEEK OF NOV. 28th TO DEC. 4th

RADIOODDITIES

• **KERRY CONWAY**, for more than a year WOR lecturer on English, has gone with Paramount on the West Coast. There he will edit scripts and coach the movie stars in pronunciations of the effete East.

• **GUS ARNHEIM** who is now heard on the Lucky Strike Dance Hour each week from Los Angeles over an NBC network, wrote "Sweet and Lovely", popular song.

• Although **B. A. Rolfe**, NBC dance band leader now on vacation is an enthusiastic yachtsman, he can't swim.

• **ARTHUR Q. BRYAN**, formerly with WOR is now on the announcing staff of WCAU in Philadelphia.

• "The depression is almost over", Ben Bernie informs the world—"if it isn't" the Old Maestro continues, "Mahatma Gandhi will be the world's best dressed man."

• Both chains shun electrical transcriptions, yet they employ records for sound effects.

• **ALLEN PRESCOTT**, erstwhile Mirror Reflector and now New York American News Flasher, eats but once a day. And that, while in bed.

• **EUSTACE WYATT**, NBC actor who appears on the Kuku program and on D. Thomas Curtin's "Thrillers" series, has served in two wars. He was a boy soldier in the Boer war with the Somersetshire Yeomanry, and in the World War served as a captain of British tanks.

• **ARTHUR ALLEN**, alias Esley Stebbins, holds business conferences, whenever possible, in his new car. Just a farmer!

Awarded Diction Medal

• **John Holbrook**, National Broadcasting Company announcer, who was awarded the gold medal for good diction on the radio by the American Academy of Arts and Letters started out to gain fame as a ski-jumper. Instead he bounced through banking and business, slid across the stage, and skidded into radio by a ruse. He is



JOHN HOLBROOK

heard on the Mobiloil concert, Jolly Bill and Jane, Dr. Copeland, Betty Crocker, Blackstone Cigar and the Fleischmann Three Bakers, programs.

Radio Guide

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On Florsheim Frolic



JANE FROMAN

• When television becomes practical you'll find Jane Froman one of its stars. She's one of the most popular stars of the Chicago NBC studios, and is heard each Sunday afternoon at 4:00 P.M. over a WEA-F-NBC network in the Florsheim Frolic.

THE JEST ARTIST

By GEORGE D. LOTTMAN

• Howard Lanin reports the story of the absent-minded station executive whose wife was anticipating one of those blessed events.

Late one afternoon, his 'phone rang and an excited feminine voice announced, "It's a boy, sir."

"Tell him," came from the official, whose mind was miles away, "that he'll have to see my secretary."

In these troublous times, Sherman Keene, WOR music director, wires to say it's wise not to ask traveling salesmen about general business conditions in a city they've visited.

"Simply ask if they've sold any goods there," is Sherman's sound advice, "and you'll get the answer to the first question in far less time."

Which reminds us also that, nowadays, it's always the employes you hear singing about the various business establishments through the land.

"To what do you credit the small percentage of failures in business, despite depression," Tom Brown, famed NBC vocalist, asked his bank manager the other day.

The official pondered a moment, and then replied, "To the fact that few men ever try out the advice they offer others."

"And," he added, "they use good judgment, often, in not doing it."

THE WALLS HAVE EARS

• Mrs. R. Vallee (Fay Webb of the squawkies) and the New Yawk weather are disagreeing with each other, with the Mrs. ailing more than you think . . . It's a good thing there was no mike around when Erno Rapee, whose baton directs the destinies of all the NBC musical groups, and Virginia (Olive Palmer) Rae of the Palmolive period, had that verbal discourse on how a song should be sung and played . . . Rapee's remarks on Virginia's vocal versions met with the soprano's curt remark that she had been microphoning for Palmolive for the past four years, with no complaints as yet, thank you! . . . Notwithstanding that there are some ol' meanies who insist that Columbo will always play second fiddle to Bing Crosby, the truth of the matter is that when the CBS's Bing and his bubbling obligatos were with that Gus Arnheim crew at the Hotel Ambassador on the West Coast, who do you think was playing the violin in the ensemble? . . . You guessed it! NBC's microphoning boy Russ! . . . Jacques Renard, B. A. Rolfe and Kate Smith, whose combined sitting spread measures pah-lenty, sat in sections 26, 27, 28 and 29 at a recent football tilt, without moving from each other's side . . . Walter Winchell who has brought back all of the old and many brand new dialers to the revised Lucky Strike programs, had another squabble with the "powers that be" over at the Mirror, when his program sponsors refused to mention the paper's name on the air and Mrs. Winchell's had little boy Walter sided with them . . . There were lawyers to the right, and lawyers to the left but the program went on, without the paper's plug.

• Eddie Thorgerson, whose raucous vocal chords thundered the praise of the ciggies that are "KIND to your throat", has ironed things out with Majorie La Voe, a "Follieswell", even though we didn't pry closely

enough into the affair to inform you whether it was Cartier's or Tiffany's that aided in the reconciliation . . .

The Mildred Hunts (he's Charlie Cannefex) who have been married less than a year, are further apart than double-you-Abie-see and kay-eff-o-ex, Los Angeles . . . That marriage the other day of Vic Lombardo (the fourth member of that Lombardo tribe of melody makers), and Virginia Dabe, whose pappy has more cash on hand than the Federal Reserve, was by no means the first hook-up of the pair, with both denying their "sotto voced" sealing a week prior in Conn . . . Al Jolson and Will Rogers are holding out for ten grand before they'll sing Mammy and chew gum respectively before microphones; but show them a contract for twenty-six weeks at 75 hundred per, and they'll both jump at you—take our word for it . . . Society has gone cah-razy about the piano tickling of Eddie Duchin, the Central Park Casino's orkonductor, whose music comes to you over the Columbia air-waves, with Mrs. Rodman Wanamaker among the many society matrons who are parting with a hundred smackers per lesson to the smiling Eddie, just to learn how it 'tis done.

• Mrs. Scrapy Lambert (Edna Jackson) is busily engaged out in Reno having those life-time-hook-up-lines severed, while Scrapy, right here in town, is waiting patiently before he announces his new "inspiration", who if you care to know is the daughter of a wealthy New York florist . . . And as a parting shot, we throw a bouquet to Lou Sobol, the bloated plute; Walter Winchell and Nick Kenny, who are finding out for themselves that it's much easier to talk via their typewriters than through a mike, but who nevertheless are deserving of plenty of laurels for the excellence of each and every program they are presenting.

J. N. R., a correspondent with the heart of a Spanish Inquisitor, has a unique solution for the "battling baritone" problem.

"Lock 'em all up in a room," he writes, "and make 'em take turns singing at each other."

We just know they'd prefer torture with red-hot irons, J. N. R.

The fellow who imitates different sounds and effects on one of the broadcasting stations was ogling a comely prima donna the other eve.

"I don't think I ever met you," she declared, haughtily.

"I'm the noise man," he explained. "Steamboat whistles, trains, squealing pigs—I imitate them all."

"Then make a noise like a hoop and roll home," was her elegant squelch.

Andy Sannella writes to advise us that he just had a birthday.

"And all I got," added the popular radio star, "was a year older."

Shuron Program



NAT BRUSILOFF

• Nat Brusiloff, whose Shuron Musical Showmen Orchestra is heard every Sunday afternoon over the WJZ-NBC network at 4:30 P.M., has long been a favorite with sophisticated New Yorkers.

Born in Russia, Brusiloff came to America when he was a year and a half old. At the age of fourteen he was one of the first violins in the Baltimore Symphony Orchestra.

Chicago Dramatic Artist



DOLORES
GILLEN

• Petite Dolores Gillen, one of radio's newer entertainers is often heard as a dramatic artist from the Chicago NBC studios. She appears with the Miniature Theatre of the Air program which is given from time to time over the WJZ-NBC network

Hoover to Speak at Conference

• President Hoover will address the opening session of his Conference on Home Building and Home Ownership Wednesday, December 2, at 9 P.M., in Constitution Hall and his remarks will be broadcast to the Nation over the Columbia Broadcasting System through WABC.

The conference, operating on the same general lines as the White House Conference on Child Health and Welfare, will continue through Thursday, Friday and Saturday. Saturday morning has been designated as the time for action on recommendations. The previous hours will have been devoted to reports by twenty-five committees appointed to investigate home building and ownership in communities, townships and states, and in the fields of industry and finance.

The broadcast of Wednesday evening will be presided over by Robert P. Lamont, Secretary of Commerce.

With Ida Bailey Allen



• Marion Newberry, protege of Madame Marcella Sembrick, is the promising young coloratura soprano, who is heard during the Ida Bailey Allen programs broadcast Mondays at 10 a. m. over the WABC-CBS network.

They Make Life Worth While



WEE WILLIE ROBYN GENE CARROLL GLENN ROWELL ARTURO TOSCANINI

• Leadership of the New York Philharmonic Symphony will again be in the hands of Arturo Toscanini on Sunday November 29th at 3 P.M., when the weekly concert of the orchestra is broadcast over the WABC-CBS network. The Italian Maestro recently returned from Europe where he conducted at the Mozart Festival in Salzburg, and the Wagner Festival in Bayreuth. The Height of Wee Willie Robyn, which is exactly four foot, eleven and three-quarter inches—has no bearing on the size of his voice which is now heard each Sunday from 1:45 P.M. to 2:00 P.M., over the WABC-CBS network on the Venida Hair Net program. Gene Carroll and Glenn Rowell have made a rapid rise to success. They only recently signed a new long term contract with the Quaker Oats Company for a continuation of their daily broadcasts over the WEA-F-NBC network at 8 A.M., Monday to Friday.

REVIEWING RADIO

By PORTHOS

• Morton Downey's vacation probably saved him from complete exhaustion. No artist of the air had worked so assiduously, rehearsing and broadcasting twice a night, keeping vaudeville engagements and plugging away night after night at the Casino.

If I were a stooge, I'd call him up and say "colossal". With all his work, and durned little play, he keeps smiling, is always genial, and never has he indulged himself in a grouch. He is, as all who know him, will admit, a natural prince.

I know the fellow. He's an old chap with greying locks, who has that kindly look. Nothing he's ever done has been a success. He tried banking and went flop. He tried retailing and lost his shirt. He went to the coast to do farming and Uncle Benny got him. He came back East with the idea, ultimately, of doing a Brodie from the Brooklyn Bridge. To gather up enough for a meal, he applied for a job in a mob scene at one of the broadcasting temples. A vice-president heard his voice.

"Why man," they called at him. "Why haven't you been here before. You've just the voice we need in our dramas. You're perfect as a successful business man."

And would you believe it, he's working steadily!

That Lombardo bunch of music makers work together like a machine, as perhaps, you've noticed. They'll tell you it's because they've never had a change in the personnel. It's got so they all eat at the same time, and in the morning, when they take their exercises, Guy Lombardo makes them all breathe in rhythm.

Teddy Black, at last reports was without a spot.

Two events of last week raised interesting radio issues. The first was the passing from a newspaper staff of a radio columnist who lost out over a tirade against the NBC. The other was the barring of Ted Husing by Harvard, which objected

to the use of "putrid" as applied to a Harvard footballer.

Both incidents were regrettable, of course. Perhaps there was no need of the columnist's tirade, and certainly there was no reason for Mr. Husing's adjective. Yet, both might generously be classed as "slips" which come, occasionally, to everybody.

And people are still talking about them.

The award of the diction medal to John Holbrook, NBC announcer, was another occurrence that set tongues to wagging. With no reflection at all, on Mr. Holbrook's facility as a dictionist, it is only reporting the news to state that the award came as a complete surprise, and evoked much comment, for all the dopesters had expected that the contest was between John S. Young, of NBC, Sen Kaney, also of NBC (Chicago) and David Ross, of Columbia. It is the consensus of expert opinion, including that of the radio editors all over the country, that the medal award bears no particular significance.

Figures to stagger you: In an average month, NBC broadcasts 2,813 programmes, 1,997 of which come from New York. Columbia puts on an average of 1,014 programmes a month. Within the same 30 days, the NBC parades 20,000 performers before the mikes and Columbia slightly over half that number. It is astonishing, then, to discover that there is so much duplication and doubling by the performers that actually, only about 500 artists are on the NBC roll, and about 270 on Columbia.

But what a bill to be paid!

Even the NBC is wondering what sort of programmes are to come from the new link in the National chain—KGU, Honolulu, hooked in last week for the Lucky Strike feature, and now a regular member of the family. But nobody hereabouts is quite certain of the entertainment resources of the Hawaiian Islands—unless you happen to be there.

Studio Pianist



FLORENCE
KYTE

• Florence Kyte, former accompanist at the Metropolitan Opera, is now the chief piano accompanist at the Columbia Broadcasting Studios. She is heard over WABC.

Martha's First Song

• When a song publisher bought the new theme song Connie Boswell uses on her solo appearances, the last ambition of the Boswell sisters was realized, for Martha had sold a song. She wrote it, "Meet Me Tonight, Dear Old Pal of Mine." And it was a song she wrote when she was 14 years old!

When the three girls first began to sing together they wanted to make a phonograph record, and they did. Then they wanted to go on the radio and they did. After they were in show business awhile they got the usual performers' desire—to play the Palace, which they did. That only left one thing to be desired—for Martha to sell a song. She wrote one theme song for Connie, but they didn't think so much of it. So she dug down in her trunk and brought out one she had written when she was fourteen.

Keeping Up With Daughter



• Nan Dorland is another NBC actress who is becoming quite popular with listeners everywhere. She takes part in several dramatic productions including "Keeping Up With Daughter", broadcast each Wednesday at 11:00 A.M. over WEA-F and the NBC network.

Blackstone Plantation



JULIA SANDERSON

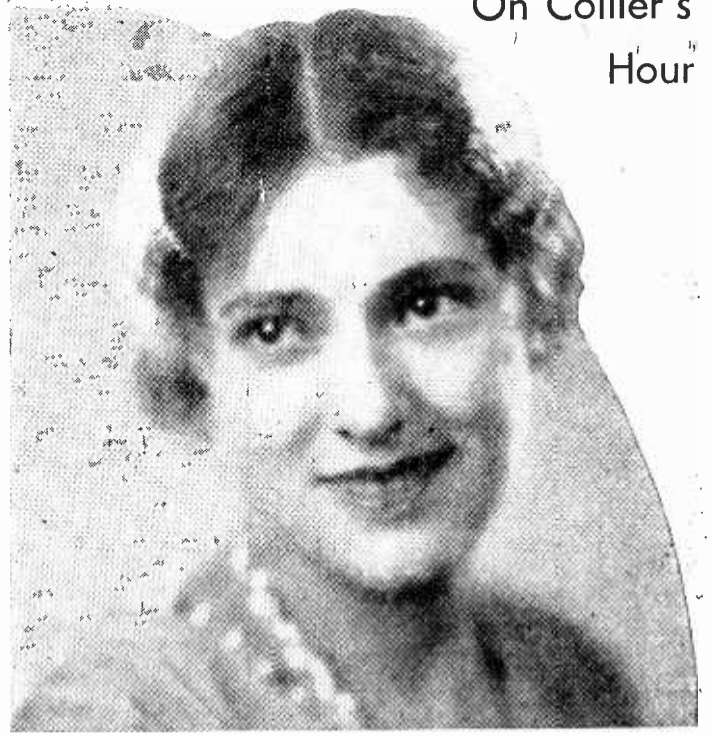
• Julia Sanderson's most recent photograph. As radio star with Frank Crumit in weekly broadcasts of the Blackstone Plantation program, and some years ago as a star of the stage in musical plays, Miss Sanderson has built up a large group of admirers throughout the country. This talented star can be heard over WEAJ Tuesdays at 8:00 P.M.

NBC Impersonator



• Here is a new picture of Pat Barnes, impersonator, who imitates any voice from that of a 10 year old boy's to an old woman's. He can be heard daily except Sunday over WJZ-NBC at 12:15 P.M. in the Swift & Co. "Jimmy and Grandpaw" skit.

On Collier's Hour



ADELE RONSON

• Adele Ronson is a talented radio actress. She is heard regularly over Collier's Radio Hour at 8:15 P.M., on Sundays. Others who appear on this favorite period include, John B. Kennedy, master of ceremonies, Ernest LaPrade's orchestra and numerous other popular radio favorites. This program is broadcast over WJZ-NBC.

Wile to Broadcast Geneva Conference

• The Columbia Broadcasting System has assigned its political analyst, Frederic William Wile, of Washington, D. C., to broadcast from the General Conference on Disarmament to be held at Geneva, Switzerland, under the auspices of the League of Nations. Wile sailed for Europe with the American Delegation to the Conference, which is scheduled to open on February 2, 1932.

This will be Columbia's second coverage of an international conference through its trans-Atlantic facilities, Wile having blazed the trail when he was sent to the London Naval Conference by the Columbia system in 1930. As on that occasion, he plans to broadcast from Geneva a weekly series of talks by delegates of the leading Conference countries.

Sings on Visual Station

• Finette Walker, late of the Washington, D. C., Opera Company and of the musical revue, "The New Yorkers" is now heard and seen on the synchronized Columbia television and radio stations, W2XAB and W2XE respectively. This twenty year old soprano, sings in French, Spanish and Italian as well as in English.



FINETTE WALKER

THE RADIO ROVER

• I wonder if radio fans realize the importance of writing to the radio stations about their favorites on the air? I can't stress this too strongly. Many an artist whose singing has a tenderness and sweetness that is balm to thousands of lonely hearts has been kicked off the air because he or she didn't bring in any fan mail.

I'm sure admirers of their work would have written in had they known their congratulatory letters would keep their favorites on the air. Start today by sending your pet artist or orchestra leader a warm letter of praise, addressed to the radio station where he or she is featured.

Music is so closely identified with radio that Radio Rover has been making the rounds of the music publishing firms along Tin Pan Alley, in search of hot radio news. Tin Pan Alley is that section of Broadway, New York City, devoted to the publishing of music.

It is the backbone of Broadway. Radio news breaks in these music shops before it does in the studios. Orchestra leaders and singers journey here to learn the songs which they will present on the air.

If they have just been auditioned by one of the big advertising companies for a new hour that is going on the air they break the news to the music publisher or song plugger who is teaching them the song.

In comes Radio Rover and gets the dope from said publisher or plugger, and it comes out in print before it is known at the radio studio that will present the program.

There has been much ado lately in the American Society of Authors and Composers regarding the old practice of cutting in radio artists and orchestra leaders in big spots on songs.

One of the most prosperous of the publishers is said to have ten of the biggest artists and orchestra leaders of the radio industry on his payroll.

He slaps their names on his songs and gives them \$1,000 or \$1,500 in "advance royalties". The advance is really a bribe and is never paid back to the publisher if the song falls down.

Artists and band leaders who cut in on songs are open to federal prosecution. The Society of Authors and Composers have a law forbidding cut-ins. Yet the publishers go right on doing it.

You'd be surprised to learn the names of some of your idols of the air who have made reputations as song writers on the strength of these cut-ins. Yet many of these idols couldn't write a line of a song.

Another Irish tenor who doesn't get a break is John L. Fogarty. The NBC has been giving John a run-around for nearly two years. He has a glorious voice but sponsors want trick voices. John has too much pride to descend to tricks.

Lester Cole, singing juvenile of "Good News", "Strike Up the Band" and other musical comedies is an Irish tenor and he seems to be coming along. Will the curse on Irish tenors stop him?

I'll never forget the look on Belle Baker's face while her son Herbert was singing for Lou Sobol on WOR that Sunday night. Her face was only an inch or so from the boy's, and she was breathing the lines for him. Her eyes were aglow with pride. No wonder. He's a grand kid.

There are big things in line for Belle Baker on the air, according to that fellow from the J. Walter Thompson agency. Her voice was so tragic when she told me that she wants to make radio her life work now that her husband has gone that my own eyes grew moist. Wonder if that makes me a sissy? Broadway, hard-boiled old Broadway, understands Belle's grief and loves her for it.

Radio Blamed for Weather Condition

• People simply must have something to blame for their weather and they continue to pick on the radio.

Although broadcasting has nothing to do with excessive rain or drought so far as engineers and meteorologists have been able to determine, letters of complaint still reach newspapers and radio stations.

The most exhaustive research has failed to show that radio can be accused justly of influencing weather conditions. The shoe is on the other foot, for radio is a sufferer from the weather.

Drought-stricken areas of the country have been checked as to broadcasting activity, which was found to be the same as in other sections suffering from floods at the same time. But despite the most conclusive tests, radio still remains in many minds guilty of doing things to the weather.

Perfect Radio Voice

• Giovanna Siragusa, NBC mezzo-soprano, is one of the most popular youngsters on its staff of artists. She is only 19 years old, and has already won fame both as a concert pianist by winning many contests. She is heard over WJZ-NBC from the Chicago Civic Opera which is broadcast at 9 P.M. every Saturday.



GIOVANNA SIRAGUSA

CHATTING WITH— LUDWIG LAURIER

By Margaret Ann Fraser

• His first words were—

"Well, and what would you like to know about me?"

"Everything," I replied, "that other people *don't* know!"

He smiled, and with that smile cleared away the slight feeling of strangeness that existed between us. For Ludwig Laurier's smile envelopes you with a sense of warmth. It starts in his eyes, which are a deep brown, catches up the corners of his mouth, and leaves an after-glow even when his face is serious. Just like a cigarette lighter on a car. Push the cup in to make the electrical contact. Watch the coils as they slowly become red. Now, take it away. See how long there is a glow altho the connection has been broken? It is so with Ludwig Laurier's smile. It lingers in the air around you, and you never quite forget it.

He was at one time a member of the Metropolitan Opera House Orchestra, and was playing violin with Hugo Reisenfeld at the Rialto Theatre, when he was offered a place with NBC.

"Shortly afterwards they started the Slumber Hour, and I was given the job of conducting the orchestra. I have been doing it ever since and now, we have started on our fifth year. What are the things you think are *not* known?"

"Well, first—what is your birthday?"

"February twelfth."

"Seems to me that another rather famous man was born on the same day."

"You mean Lincoln. I've never let that worry me. Good examples are excellent, but we cannot all be so great."

"He wouldn't have shone in the musical skies as you do. But why do you play so many Strauss compositions?"

"There seems to be very little choice in waltz music outside of Strauss, and the waltz is just right for a Slumber Hour."

Ludwig Laurier is not at all like I imagined him to be: He is rather short and stockily built, and very quiet in his manner. He speaks fairly slowly, in deep even tones, with an occasional roll of R's, which denotes his German birth, and which he has not been able to entirely erase altho he has spent most of his life outside of his country, touring with the Philharmonic Orchestra thru Europe. He is not the only musical member of his family—all of them play either the violin or piano, but only for their own satisfaction. They have not made it their career as he has. Even his only daughter plays the piano only for her own amusement.

He wears a good deal of grey, and it sets off his nearly-white hair. He looks at you very keenly. Not critically but with an expression of tolerance and kindly feeling. He makes all the arrangements for his program, which is why it is so popular.

Sometimes, unexpectedly, we are given the treat of hearing the announcer say "The orchestra you have just heard has been under the direction of Ludwig Laurier over the WJZ-NBC—network at 11 P.M., each night except Sunday."

(Next Week—Georgia Backus, Columbia Broadcasting System's Dramatic Directress will be interviewed by Miss Fraser.)



LUDWIG LAURIER



In For a Stew

• The super-clowns of the air, in the persons of NBC's Three Doctors descend to the kitchens of the Merchandise Mart Restaurants in Chicago to demonstrate to their public that they really do get into a stew. Here they are left to right: the Doctors Pratt, Sherman and Rudolph. Their nonsense can be heard daily except Saturday and Sunday from 3:30 to 3:45 P.M. over WJZ and the NBC network.

Prize Fan Letter

Adele Vasa recently sang "Bianca" over the Columbia network. It was the first time that this work of the noted American composer, Charles Wakefield Cadman, had been presented on the air.

By coincidence, Cadman, at his home in California 3000 miles from WABC's studios where Miss Vasa was singing, happened to tune in on this particular program through a local Columbia station. The composer was so pleased with its inaugural radio rendition that he immediately sat down and wrote the singer a letter of thanks.

It was his first fan letter.

Bridge Fan Honest

• The average American may depart a bit from fact in telling of his golf score, or of his angling exploits—but he is the essence of honesty in the matter of bridge.

Such is the conviction of Don and Betty, who have been conducting a bridge contest as part of their Friday broadcast over the WABC-CBS network, 10:45 to 11:00 A.M.

"Naturally we cannot check every score," said Betty. "We have found the scores speak for themselves. Without exception the tallies show just the sort of game you and I might play."

Football Colorful Over New Mike

• This year, for the first time, the great football games have been borne to distant fans with all the colorful sound detail of the actual contest. This has been accomplished through development by engineers of the National Broadcasting Company of the parabolic reflector microphone.

The "human ear" of radio enables the engineers to focus the microphone on any desired spot. The parabola is placed in some commanding position, such as the roof of the press box, and "aimed" at the center of interest, whether it is one of the cheering sections, college bands marching down the field, or the teams in scrimmage.

During actual play the parabolic "mike" is tuned low so that its pick-up will not interfere with the announcer's description of the game, but merely provide for his voice a background of occasional roars from the stands or student singing. The "human ear" humanizes the broadcast.

Hart, Schaffner and Marx All-American Team

• Radio is being employed to bring about, by popular vote, selection of an All-American football team.

In their regular Thursday night broadcast, the Hart, Schaffner and Marx Trumpeters, heard at 10 p.m., from WABC and the Columbia network, invited football fans in a large territory to choose their own mythical All-American eleven. The ballots will be judged by Ted Husing, Sol Metzger, and Warren Brown.

December 1st, is set as the tentative date for announcement of the sixty people in various sections of the country, who have been adjudged the best judges in selecting the teams. This precedes the announcements of the teams which are chosen annually by critics of the sport. The present poll represents the first time that a popular vote has been used in choice of the year's outstanding team, and also the first time that radio has been used to work out the popular choice.

LUDWIG BAUMANN presents LOUIS SOBOL'S "Voice of Broadway"

WOR
SUNDAY 9 P. M.

Famous Stars from Broadway

- And: ★
★ Merle Johnston
and His Famous Orchestra
★ Paul Small
Popular Radio Crooner
★ Hayton and Schutt
Lively Piano Team

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SCOTT

ALL-WAVE SUPERHETERODYNE

YOU will wonder at the sweetness of tone and the downright realism a Scott All Wave radio brings to you. Orchestras come in as though they were part of the room—your room. The thrilling song of the violin, of the jolliest vocal melody of tenor or bass, the crooning of quartets trailing away to muted whispers—all bring their music to you through the Scott All Wave, as intimately as though the artist were performing only for you. You have a totally new experience awaiting you—when you listen to programs not only in U. S. A. but from the far distant points of all the earth through the peerless Scott All Wave.

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City..... State.....

PROGRAM FOR MONDAY, NOVEMBER 30th

- 6:45 A.M. to 10 A.M.
- 6:45 WEAF-Tower Health Exercises—Arthur Bagley, director
WOR-Gym Classes—John Gambling, Director
- 7:00 WGBS-Musical Clock
- 7:30 WJZ-A Song for Today
WABC-Organ Reveille—Popular Music
- 7:45 WJZ-Jolly Bill and Jane—Cream of Wheat Program
- 8:00 WMCA-The Phantom Organist
WEAF-Gene and Glen—Quaker Early Birds
WJZ-On the 8:15
WABC-Morning Devotions
WGBS-News Flashes
- 8:15 WMCA-Down Reminiscence Road
WEAF-Morning Devotions
WOR-Mr. and Mrs. Reader—N. Y. American
WJZ-Sunbirds
WABC-Something for Everyone
WGBS-Musical Travogue
- 8:30 WMCA-Organ Reveille
WEAF-Cheerio
WOR-Martha Manning—A Macy Presentation
WJZ-Bissell Pick-ups
WOV-Trio Royale
WGBS-The Almanac Man
- 8:45 WMCA-Harry Glick's Gym Class
WOR-Musical Novelties
WJZ-Al and Pete
WABC-Old Dutch Girl—Newsy Jingles in Rhyme and Song
WOV-Financial Talk
WGBS-Southern Melodies
- 9:00 WMCA-Monsieur Sakele
WEAF-La Trio Charmante
WOR-Miss Catherine n. Calliope—A Bamberger Presentation
WJZ-Tom Brennie—The Laugh Club
WPCH-I Am Down Reminiscence Road
WABC-The Commuters—Emery Deutsch, conductor
WOV-Musical Clock
WGBS-Dagmar Perkins
- 9:15 WMCA-Loughran Food Science Talk
WEAF-Tom Waring's Troubadours
WJZ-Everyday Beauty—P. Beiersdorf Company Program
WPCH-Piano Poetics—Rose Saffin
WOV-Housewives' Gym Class
- 9:30 WMCA-Modern Living
WOR-Bits of Living—Edith Burtis
WJZ-Beautiful Thoughts—Montgomery Ward Co., Program
WABC-Tony's Scrap Book—Anthony Wons
WRNY-Harry Glick's Gym Class
WOV-Modern Living
WGBS-Trio Royale
- 9:45 WEAF-Our Daily Food—Colonel Goodbody—A & P. Program
WOR-Sherman Keene's Orchestra
WJZ-Miracles of Magnolia
WABC-The Ambassadors—Male Trio
WGBS—"Just Playing Around"—Sketch

- 10 A.M. to 12 Noon
- 10:00 WMCA-Marmola Entertainers
WEAF-Mrs. Blake's Radio Column—Sisters of the Skillet, Procter & Gamble, Program
WOR-McCann Pure Food Hour
WJZ-U. S. Navy Band
WPCH-Cousin Lillian with the Kiddies
WABC-Chatting with Ida Bailey Allen—Low Cost Meals—Radio Home Makers
WRNY-Speech Defects
WOV-Musical Specialties
WGBS-Gems from Opera
- 10:15 WMCA-Tuneful Topics
WEAF-Doctor Royal S. Copeland—Health Clinic—Sterling Products Program
WPCH-Monsieur Sakele
WABC-Harmonies and Contrasts—Emery Deutsch, Conductor
WOV-Fur Trappers
WGBS-Mountain Music
- 10:30 WMCA-Cheerful Earful
WEAF-Breen and de Rose—Vocal and Instrumental Duo
WJZ-Our Daily Food—Talk, Col. Goodbody A & P Program
WRNY-Organ Recital
WGBS-Songs of Other Nations
- 10:45 WMCA-Maryette Lady
WEAF-Ballad Singers
WJZ-Consolaires
WPCH-Allen Egelson—Tenor
WABC-Round Towners' Quartet
WOV-Monsieur Sakele
WGBS-Eva Wasser—Monologues
- 11:00 WNYC-Correct Time—Police Reports
WEAF-Hawaiian Serenaders
WOR-Nell Vinick—Beauty Talk—Drezma & Kremen Program
WJZ-Mrs. A. M. Gondiss
WPCH-A Lesson in French
WABC-Melody Parade, Emery Deutsch, Conductor
WOV-May Time Music
WRNY-Women and Investments
WGBS-Lily Charles Armstrong
- 11:05 WNYC-Daily Retail Food Prices
- 11:15 WOR-The Happy Vagabond—Jack Arthur
WPCH-Songs For You—Anne Cooper
WABC-The Madison Singers
WGBS-Guiseppe Orlando—Baritone
- 11:30 WNYC-Department of Health Talk
WEAF-Hugo Mariani and his Marionettes
WOR-C'laire Sugden—Home Economics
WPCH-Real Radio Service
WABC-Anne Lazar—"Front Page Personalities"—Radio Home Makers
WRNY-Cottons for Fall and Winter
WOV-Violin Solo
WGBS-"Dogs"—Talk by Daisy Miller
- 11:45 WOR-WOR Ensemble
WJZ-Jill and Judy
WPCH-"Singing Strings"—Cosmopolitan Trio
WABC-Bon Alley
WRNY-Paul Kittell—Baritone
WGBS-Ruth Rowe, pianist

- 12 Noon to 2 P.M.
- 12:00 WMCA-Mid-day Message
WEAF-General Electric Home Circle
WOR-Journal of the Air
WJZ-Merrie-Men
WABC-Bigelow—Yoeng's Orchestra
WRNY-Luncheon Music

- WOV-Your Health
WGBS-News Flashes
WEAF-Luncheon Music
WMSG-Personality Miss
- 12:15 WMCA-Phillips String Ensemble
WEAF-Black and Gold Room Orchestra—Direction Leon Rosebrook; Catherine Field, Soprano; Fred Huffman, Tenor
WOR-Economy Program—Joseph Hilton & Sons Program
WJZ-Pat Barnes in Person—Swift & Co. Program
WPCH-Rudy Caputo
WOV-Your Health
WGBS—"Good Times are Coming"—Mary Chapin
- 12:30 WMCA-W. T. Stock Quotations
WOR-Chic Winter's Dance Orchestra
WJZ-Events and Summaries of Prize Winners and Talks from International Livestock, Hay and Grain Show, Union Stock Yards, Chicago; National Congress of Boys' and Girls' 4-H Club
WPCH-Wm. Jacoby and Julius Cerulle
WABC-Columbia Revue
WOV-Parade of the Mannequins
WGBS-Douglas McTague—Songs
WMSG-Selma Hayman—Soprano
- 12:45 WPCH-Helene Chappelle "Crooning The Blues Away"
WOV-Popular Tunes of Merit
WGBS-Leona Lavigne—Soprano
WMSG-Story & Clark Concert
- 1:00 WMCA-Sally Entertainers
WEAF-Market and Weather Reports
WOR-Al Fielder and His Orchestra
WPCH-Luncheon Musicale—Marion Martin, Wallace Mattee
WABC-Hotel Taft Orchestra
WRNY-N. Y. Evening Air Post
WGBS-American Music Ensemble
WHAP-Variety Music
WMSG-Lillian Brandon—Soprano
- 1:15 WEAF-Larry Funk and His Orchestra
WOV-De Santis Trio—Chamber Music
WHAP-Protestant Readings
WMSG-John Warren—Tenor
- 1:30 WMCA-Novelties—Triangle Vocal Trio
WEAF-Pennsylvania Luncheon Music
WOR-N. J. Club Women's Hour
WJZ-Mid-day Musicale
WPCH-Singing the Blues—Eva Lerner

- 3:15 WPCH-Songs For All—Ruth Cumming
WABC-Columbia Salon Orchestra
WOV-Trio
WGBS-Symphonic Rhythm
- 3:30 WMCA-In An Italian Garden
WOR-Elks' Organ, Jessie Griffiths, Organist
WPCH-Market Prices
WABC-Arthur Jarrett
WGBS-Afternoon Musicale
WHN-Lita Sisters, Concert
- 3:45 WABC-Sam Prager—Pianist, with Helen Nugent, Contralto
WHN-La Scala Trio
WOV-City Free Employment

SPECIALS FOR TODAY

12:30 P.M.—WJZ-NBC —Boys and Girls 4 H Club.

2:00 P.M.—WEAF-NBC —"A Half Century in Medicine"—Dr. Maurice J. Lewi.

6:15 P.M.—WGBS —Joseph P. Day in Radio Forum.

6:45 P.M.—WABC-CBS —F. Trubee Davison, Assistant Secretary of War—Army Aviation.

9:15 P.M.—WABC-CBS —Speech by Rufus G. Dawes.

Radio Log will be found on page 6

- 1:45 WPCH-Highlights of Sports
WHN-Evelyn Sime —Sketch
WOV-George Baraard—Baritone
WHAP—Music
WGBS-Symphonic Rhythm
WMSG-Simeon Sabre—Baritone

- 2 P.M. to 4 P.M.
- 2:00 WMCA-Bide Dudley
WEAF-A Half Century in Medicine—D. Maurice J. Lewi
WOR-Rutgers University
WJZ-Mrs. Julian Heath
WPCH-Sweethearts of Radioland
WABC-Ann Leaf at the Organ
WHN-Happy Fields and Bachelors
WOV-Jim McGinn, Pianist
WGBS-News Flashes
WMSG-Lillian Thums—Soprano
- 2:15 WMCA-Mirror Reflections
WEAF-The Nomads—Alexander Kiriloff's Orchestra.
Hungaria..... Leopold Valse Brilliante..... Zamecuk
If I Only Know—Tenor Solo
The Night in Cabaret..... Zorin
Gypsy Dance..... Stone
Accordion Solo
In Moldavia—Tenor Solo
Twilight—Violin Solo..... Zatoff
Why Did I Fall in Love.... Kiriloff
WJZ-Mellotone Boys
WJZ-Weather Reports
WPCH-A Song Portfolio—Carroll Clark
WOV-Emergency Unemployment Committee
WMSG-James McDonough—Baritone
- 2:30 WMCA-International Vagabond
WOR-Donald Speer—"Tea for WJZ"—Infantile Paralysis—Dr. Charlton Wallace
WPCH-The Play For To-Day—Hewitt Players
WABC-American School of the Air
WHN-Physical Culture
WOV-Medora Garofalo, Soprano
WMSG-Margorie McGrath—Songs
- 2:45 WMCA-Jack Filman, Sport Chat
WEAF-Heaerietta Schumann—Pianist
WOR-N. J. Audubon Society
WJZ-Piano Moods
WHN-Edward Convey, Songs
WOV-Personal Problems
WMSG-Prof. La Vergne—French Lessons
- 3:00 WMCA-Sally Entertainers
WEAF-Women's Radio Review; Vincent Lopez Orchestra
WOR-Ariel Ensemble
WJZ-Shut-In Hour by U. S. Marine Band
WPCH-Mirror Reflections
WABC-Four Eaton Boys
WHN-Waikiki Serenaders
WOV-News Flashes
WGBS-The Roving New Yorker

- 4 P.M. to 6 P.M.
- 4:00 WMCA-Goldburg Musical Moments
WEAF-National Music League Concert—Eric T. Clarke, Managing Director, Woodwind Quintet
WOR-Eddie Wolfe's Arcolians
WJZ-Emily Post
WPCH-In a Concert Hall
WABC-Bert Lown and Biltmore Orchestra
WOV-WOV Playhouse
WGBS-News Flashes
- 4:15 WMCA-N. Y. Amusements Period
WJZ-Charles Scheuermans Orchestra
WHN-Van Cleve and Hollenside—Ukelele and Guitar
WGBS-Ann Gold, readings
- 4:30 WMCA-The Phantom Organist
WEAF-Phil Spitalny Tea Dansante
WOR-Howard R. Garis; Uncle Wiggly
WPCH-Songs, Old and New
WABC-National Student Federation of America Program
WHN-Freddy Goode—Baritone
WOV-Metcalf & Daniels—Harmony
WGBS-Toyland Sketch
- 4:45 WOR-Mary Brighton
WJZ-Maze of Melody
WHN-Miss Singalong
WOV-Singing Troubadour
WGBS-The Care of the Skin—Dr. Wynne
- 5:00 WMCA-Sally Entertainers
WEAF-The Lady Next Door
WOR-Horsman Doll Program

- WABC-Myrt and Marge—Wrigley Program
WRNY-Ivan Frank's Bavarian Orchestra
WLWL—"Starlight Hour"
- 7:15 WNYC-Museum—Talk
WEAF-The Campbell Orchestra
WOR-The Eligible Bachelor
WJZ-Tastyest Jesters
WABC-Cremo Presents Bing Crosby
- 7:30 WNYC-Correct Time, Police Reports
WEAF-Prince Albert Quarter Hour—Alice Joy, Contralto; Paul Van Loan's Orchestra; "Ol' Hunch"
WOR—"The Psychologist Says"—Dr. Arthur Frank Payne (Franklin Title Program)
WJZ-Phil Cook—The Quaker Man
WABC-The Boswell Sisters—Baker Chocolate Program
WRNY-Eddie Ashman's Orchestra
WLWL—"Liturgical Arts"—Harry Lorin Basse
- 7:45 WEAF-The Goldbergs—"Pepsodent Program"
WOR-Eddie Nugent and Ruth Hall
WJZ-Waves of Melody
WABC-Cantel Quarter Hour—Round Towners Quartette
WLWL-"Meet the Composer"—Pauline Winslow

- 8 P.M. to 10 P.M.
- 8:00 WEAF-Soconylad Sketches—Dramatic Sketch
WOR-Nick Goldman's Orchestra—Pinky Pearl, Tenor and Billy Young and Freddie Farber, Songs and Patter (Roxy Clothes Program)
WJZ-St. Andrew's Day Program
WABC-The Coumbians—Freddie Rich, Conductor
WRNY-Dick's Corsonians
- 8:15 WNYC-Department of Hospitals
WABC-Singin' Sam, The Barbasol Man
- 8:30 WMCA-Nick Kenny's Radio Scandals
WEAF-Voice of Firestone
WOR-Willard Robison & his Deep River Orchestra
WJZ-Death Valley Days—"The 601 of Aurora"—Dramatic Program with Virginia Gardiner, William Shelley, Jack McBride, Vernon Radcliffe, Joseph Bell, Edwin M. Whitney and John White, the lonesome cowboy; Joseph Bonime's Orchestra
WABC-La Palina Presents Kate Smith and Her Swanee Music
WRNY-Los Pamperos
- 8:45 WMCA-The Happy Repair Men
WABC-Tastyest Gloom Chasers—Comedy Act, Featuring "The Colonel and Budd."
WRNY-The Wessellians
- 9:00 WEAF-A & P Gypsies
WOR-The G-E Radio-Demonstrations Program
WJZ-Maytag Orchestra
WABC-Pompeian Make-Up Box—Talk by Jeannette de Cordet and Musical Program played by Make-Up Box Orchestra
WPAP-Dr. Cohen's Advice on Pets
- 9:15 WOR-How to Dance the Westchester—Arthur Murray, instructor
WABC-Speech by Rufus G. Dawes
- 9:30 WEAF-Parade of the States—General Motors' Program
WOR-The Witch's Tale (mystery drama)
WJZ-Musical Dominos—orchestra
WABC-Bourjois—An Evening in Paris, Pierre Brugnon; Guest Artist; and Max Smolen's Orchestra
WPAP-St. Nicholas Arena Boxing Bout
- 9:45 WMCA-The Jewish Troubadours

- 10 P.M. to 2 A.M.
- 10:00 WMCA-Success Interview
WEAF-True Story Hour
WOR-Fox Fur Trappers—Frank Parker & Quartet
WJZ-Gold Medal Express
WABC-Robert Burns Panatela Program—Guy Lombardo and his Royal Canadians
- 10:15 WOR-Herbert's Diamond Entertainers
- 10:30 WMCA-Three Little Sacks
WJZ-Chesbrough Real Folks—"Forecast of Opera Season in Thompkins' Corners", Rural Sketch with George Frame Brown, G. Underhill Macy, Virginia Farmer, Tommy Brown, Edwin M. Whitney, Elsie May Gordon and Phoebe Mackay; Harry Salter's Novelty Band
WABC-Toscha Seidel—Violinist with Concert Orchestra
WPAP-Zimmerman's Hungarian Restaurant
- 10:45 WMCA-Indetta and Shaw—Songs
WEAF-Phantom Caravan—Oriental Tone Pictures; Sven von Hallberg, director.
WOR-Globe Trotter—N. Y. American
- 11:00 WMCA-Sleepy Time Club
WEAF-Coon-Sander's Orchestra
WOR-Fess Williams and His Plantation Orchestra
WJZ-Slumber Music
WABC-Belasco's Orchestra
WPAP-Radiolians
- 11:15 WABC-Street Singer
- 11:30 WMCA-Enoch Light Orchestra
WEAF-Jesse Crawford—Organ recital
WOR-Moonbeams—by George Shackley
WJZ-Russ Columbo
WABC-Cuban Biltmore Orchestra
WPAP-In the Studio
- 11:45 WEAF-Cab Calloway's Orchestra
WJZ-Lew White Organ Recital
WABC-Will Osborne and his Club Del Monaco Orchestra
- 12:00 WMCA-Bide Dudley's Dramatic Review
WEAF-Earl Hines and his Orchestra
WJZ-Mildred Bailey & Jesters
WABC-Ben Bernie's Orchestra
WPAP-Studio Program
- 12:15 WJZ-Larry Funk's Orchestra
- 12:30 WMCA-A. C. O. Negro Orchestra
WEAF-Tweet Hogan Orchestra
WABC-Park Central Orchestra
- 1:00 WMCA-Jack Grand and His Grandpeeps—Orchestra
WABC-Don Redman's Connie's Inn Orchestra
- 1:30 WABC-Dave Abrams' Barn Orchestra

before he reached the age of twelve he was far enough advanced to give individual recitals.

His family then moved to Los Angeles where Russ continued with his lessons and schooling. He went to High School where he joined the orchestra and glee club. The director of the glee club discovered that Russ had an unusually fine baritone voice and encouraged him to take lessons. If it wasn't for that chance bit of encouragement, Russ might today be known to radio fans as a violin soloist or he might still be playing in bands on the west coast.

Then came the reverses which really meant good fortune to young Columbo. His father, a building contractor, made several unwise investments and Russ was compelled to give up school and his music lessons. Undaunted, he organized a small orchestra and by playing at small parties and school dances managed to earn enough to be of great assistance to his family.

It wasn't long before his individual style of singing love ballads attracted attention. As a result, he received a call from Gus Arnheim of the famous Coconut Grove, in Los Angeles. He didn't click with Arnheim, however, and found himself very much out of work. This was just before the talkies when incidental music was used for atmosphere. Through a friend, he was introduced to Pola Negri who hired him as her "violin" at \$100 a week.

This was undoubtedly the turning point in his career for during the next two years he made contacts that definitely shaped his destiny. It was during this period that he met Valentino, Gloria Swanson, Ramon Novarro, Eric Von Stroheim, Constance Bennett, Joan Crawford and other famous movie stars.

When the talkies came in, he was used as an extra but was considered too Latin in type for leading roles. At that period the Buddy Rogers type was in demand. Russ was used as "voice double" for Gary Cooper and others. Arnheim gave him another call and made him a good offer. Russ accepted but couldn't get along with Arnheim. Arnheim insisted that Columbo give up his studio work and Russ quit him cold.

But he failed to get anything but minor roles and doubling bits. Disheartened, he went into vaudeville where he attained his first real success. He literally stopped shows night after night.

Arnheim again made Russ an offer, this time on a contract basis. But Arnheim refused to star him at the Coconut Grove and Russ, disgusted with these setbacks, started his own club, the Club Pyramid. Here, his movie connections proved invaluable, for the club was a money-maker from the start.

It was here that Russ met Con Conrad. Conrad came into the club

one night with Jack Oakie and George Olsen. Russ clicked with Con at once. He insisted to Olsen that Columbo would take New York by storm. Olsen, partly convinced, offered Russ a two year contract to tour with his band.

Russ, however, was more than fed up with working for others and couldn't come to any agreement with Olsen. But Conrad, convinced there was no limit to the money to be made for and with Columbo, painted for the youth a glamorous picture of New York and its possibilities—the money to be made, the dreams to be realized, the unlimited field of radio and the theatre. Columbo was sold and the two entered into a partnership which in scarcely two months' time reaped unbelievably huge dividends.

They came to New York. Before Russ had a chance to recover from the tumult, the grandeur, the mad rush of the city, Conrad had already arranged an audition with Ziegfeld. Here was their first reverse.

Ziegfeld with Harry Richman listened to Russ sing the two songs he had written, "Prisoner Of Love" and "You Call It Madness, I Call It Love". Neither the songs nor Columbo's voice appealed to either Ziegfeld or Richman.

What a difference two months have made. At that time Ziegfeld might have had Columbo for \$350 a week. Today ten times that sum wouldn't suffice!

Conrad then took Russ, none too hopefully, to the National Broadcasting Company where he had arranged for an audition. They expected to hear from them within a few days but no word came. They then went over to Earl Carroll who was looking for a few new songs. Russ sang his two songs and went over big with Earl. He took them to the Pennsylvania Roof and asked Vallee to give Russ a chance on the mike. Vallee consented graciously.

The very next day, in true, story-book sequence, the offer came from N.B.C. He was given a four-week tryout and his fan mail was so heavy that he was offered a year's contract. Then came the deluge of offers. Every showman in town offered him a lead. But he refused them all until the Paramount offer came along. He opened at the Brooklyn Paramount on Thanksgiving Day for an indefinite run.

He has, to date, refused four huge commercial contracts because of poor time allotment, but as this is being written he may have accepted one that will pay him a salary equal to that of ten bank officials.

And there you have a picture of Russ Columbo, the lad who has introduced to radio a new type of singing. How long Columbo and his countless imitators will keep its popularity on a high crest is unknown, but judging by the huge fan mail its stay will not be a short one.

Here's
BROOKLYN'S
NEW THRILL

RUSS COLUMBO
The Romeo of Song

with a large cast of Broadway favorites in "ROMANTIC NIGHTS" Produced by Jack Partington.

— On the Screen —
GEORGE BANCROFT
 in
 "Rich Man's Folly"
 A Paramount Picture

BROOKLYN
 FLATBUSH AT DEKALB
Paramount

Getting Up in the Morning

• John B. Gambling, WOR's popular announcer, is heard each morning except Sundays directing the early morning exercises, which is sponsored by Clemons, Inc., Men's tailors. He wanted to be a horticulturist and spent his adolescent days in Cambridge, England, studying horticulture. He entered the mercantile marine and became chief operator on the big passenger ships. John liked America so well that he entered his name on the quota list and after arriving, was given a position on the engineering staff of WOR. Soon it was found that he had a microphone personality and was shifted to the announcer's staff.



—Good morning everybody—Now get out of your warm comfortable beds and open your windows wide. And don't forget that glass of water—

Sings on Hoffman Hour



• Lois Bennett is the soprano soloist heard during the Hoffman Beverage Hour over WOR, Fridays at 9 p.m. With her on these programs are the International Quartet, Veronica Wiggins, Nelson Eddy, and an orchestra under the direction of Joseph Pasternack.

Sings Like Chevalier



• Mauricette Ducret, French comedienne, is being likened to Maurice Chevalier by WGBS audiences because of her similar presentation of songs and patter. She is heard Thursdays at 6 P. M.

The Editor's Mail Box

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

• N. CATALON, 1274 Tabor Court, Brooklyn—Will Osborne returned to his radio audience on Saturday, November 21st, playing from the Club Delmonico over WABC. He will broadcast nightly from that station. Andre Baruch deserted brush and canvas to join the Columbia staff of announcers. He is twenty-four years of age, and ranks as one of the youngest announcers on the CBS network.

• M. A. M.—Port Washington, N. Y.—John Mayo has announced more than thirty-five hundred programs during the past year. He started out as a salesman after graduating from Brown University. He then became an excellent practical chemist for an oil company. He is tall and has blue eyes.

• EDNA STILES, Rye, N. Y.—Your favorites, Bird & Vash, are off the air. Thanks for your good wishes.

• V. FOCAZIO, New Rochelle, N. Y.—At least you numbered your questions! In order they are—Bing Crosby is twenty-seven; he has never studied voice culture; has a working knowledge of all the instruments in an orchestra, but is best at the drums.

• HAROLD MALL, Ozone Park, L. I.—Depends upon both the announcer and the sponsor, whether the announcer receives a salary from the station as well as from the sponsor.

• AGNES BROOKS, Astoria, L. I.—You get your hope. Will Osborne is coming back. In fact, when you read this he will have arrived! Thanks for the compliments.

• LILLIAN HOLLY, Brooklyn, N. Y.—Watch the local theatres for announcements regarding the playing of Rudy Vallee's Movie Shorts.

• RADIO GUIDE READER, Bloomfield, N. J.—Ted Jewett has been laid up in the hospital for the last year. Coming back from seeing Lindbergh off on one of his numerous flights. Ted was in an auto smash-up. He sails in a week for Bermuda, and after a short stay there will return to the NBC studios ready for work.

• I. BLEND—The real name of Captain Blackstone is Frank Crumit. He is on the Blackstone program only, over NBC.

• MARCUS KLEIN, Brooklyn, N. Y.—The Polonaise you ask about played on the Troika Bells program over NBC, was composed by Oginsky, and published by Carl Fisher. There may be phonograph records, ask in any music store.

Going To Press

• "Bill Schudt's Going To Press", a radio feature dedicated to the Fourth Estate, will celebrate its third anniversary over WABC and the Columbia network Wednesday, December 2.

Although only three years old, this feature is now the oldest sustaining program on the key station of the world's largest network.

Originated by Bill Schudt, Jr., former newspaper editor and now director of television for the CBS, the program had for its basic idea the bringing into closer relationship the newspapers and broadcasting.

So as to avoid any embarrassment, Schudt arranged his first group of speakers, the radio editors of New York, in alphabetical order. Naturally his first speaker was Charles E. Butterfield, radio editor of the Associated Press.

When he had run the gamut of local radio editors, Schudt turned to other fields of journalism covering the columnists, the feature writers, the city editors and during the last twelve months has paraded before the microphones some of the most famous editors and publishers in the country to-day.

Under new arrangement, the program now originates from three cities each month and is heard each Wednesday at 6 p.m. One program comes out of Chicago, one out of Washington, D. C., and the remainder emanate from the Columbia keystation in New York City. Schudt, however, makes all of his introductions from the key station, utilizing complicated switch-over circuits.

Studio Gossip

• New York policemen on duty in the vicinity of the NBC studios now recognize Richard Gordon, who plays the title role in the Sherlock Holmes radio dramas which are presented each week by the makers of George Washington Coffee. They enjoy "kidding" him about his fictional deeds and challenge him to solve New York's major murder problems. Gordon believes policemen are about the most interesting persons he knows.

• John White, NBC's Lonesome Cowboy, was born in Washington, D. C., and wears spats instead of spurs. His songs are genuine, nevertheless. He learned them from real cowboys on an Arizona dude ranch where he got his only experience of Western life.

Did you know that Alice Remsen is a notary public and has been for eight years? She can swear you to affidavits, witness signatures and can tell, when you raise your right hand and say "so help me", whether you are just stretching or telling the truth.

Phil Thoran, WOR announcer, has just had another play accepted but there's a catch to it: He has to rewrite about a third of it!

WOR's staff is wondering where Nelson Eddy, baritone on the Hoffman Hour, gets those dark-brown shirts and his reason for wearing such sombre apparel.

When Your Radio Needs Attention

Cumberland
6-4060

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Day & Night Service
Including Sunday

REAL RADIO SERVICE
MAIN OFFICE - 550 STATE ST. - BROOKLYN

Ludwig Baumann Hour



• The Ludwig Baumann Hour which is known as the "Voice of Broadway", is heard each Sunday over WOR at 9 p.m. Louis Sobol, Broadway columnist acts as master of ceremonies. Each week a famous Broadway Star is brought to the microphone. Those



MERLE JOHNSTON
AND HIS ORCHESTRA

who have already participated include: Helen Morgan, Russ Columbo, Ethel Merman, Jack Pearl, Beile Baker, and George Price. Merle Johnston and his orchestra are heard with Hayton and Schurt, piano duo, during each broadcast.

MIKE-O-GRAPHS

By NONA BENET

• OLIVE PALMER . . . Palmolive's Coloratura Soprano . . . the girl with the school-girl complexion.

Altho her actual name is Virginia Rea . . . very few people know it . . . but she is nationally known as Olive Palmer. Her birthday is on March 28th . . . and she has voted for a President . . . you figure out the age.

The state of sunshine . . . moonshine and hill-billies gave her birth . . . Kentucky.

She is of the height that men desire . . . five feet three inches . . . and weighs 120 pounds when pastry is excluded from her diet. Black, bobbed curly hair . . . hazel eyes . . . long lashes (her own and with no mascara) . . . she is a very beautiful person. A brother completes the family . . . he is literarily inclined. Thinks clothes have a lot to do with the way you feel . . . dresses for all occasions . . . always wears formal clothes when she broadcasts.

Not only likes to be alone . . . but has to . . . for the general congeniality of the nation.

Sang in opera and on the concert stage. Sang for a great many recordings. She was persuaded to give an audition by the people who heard her records . . . she did . . . and that's how she became one of radio's leading sopranos.

Claims she inherited her voice from her mother. She has an M. A. from Drake University in Des Moines, Iowa. Also studied voice in Paris under Marchesi.

Doesn't like any kind of sports . . . she is an ultra-feminine female. For the sake of form . . . she has a rowing machine. She also has the most captivating teeth and smile. Speaks French and Italian as fluently as English. She has a high voice and talks in a babyish manner. Wide-eyed, she informs you that she takes life very seriously. Doesn't believe it's a "Bowl of Cherries."

Writes poetry and composes songs . . . as a hobby.

Does not drink . . . does not smoke . . . does not party.

Prefers simple jewelry . . . but genuine. Her favorite is a diamond cross which she is never without.

Would rather be known as the most worth while artist . . . than the highest paid one.

She wears flimsy chiffon nighties when she's tucked in to say her prayers.

Her favorite actress is Ethel Barrymore.

Lives in a sumptuous apartment in 39th Street . . . has a French maid . . . a chauffeur and a Pekinese called "Chin." She adores him . . . the Pekinese, I mean.

Would rather eat breakfast than any other meal . . . it's served her in bed.

She absolutely has no belief in luck . . . thinks we, ourselves are responsible for our fate.

If you want to sell her anything . . . attach a French tag to it . . . she can't resist anything Parisian. Her concert work took her all over the United States. She was abroad a year but never anywhere else but France.

Used to keep a diary . . . everyone read it . . . tells you about things instead now.

Dislikes shopping . . . sends her maid out to buy her clothes . . . she is gorgeously gowned.

A year and a half ago she received from 3000 to 4000 letters a week . . . it's probably doubled by now.

Her glorious voice and personal charm and beauty have made for her a niche in the radio world that is unique. But she aspires to greater heights. Here's success to you . . . Olive Palmer. Next Wednesday night you'll hear her again . . . over Station WEAJ at 9:30.

(Next week David Ross, Columbia Broadcasting System Announcer will be MIKE-O-GRAPHED)



OLIVE PALMER

General Electric Presents Gigli



© George Maillard Kessler
BENIAMINO GIGLI

• Beniamino Gigli, one of Italy's most celebrated tenors and more recently a star of the Metropolitan Opera Company, will be the guest artist on the General Electric Sunday Program, to be broadcast from Station WEAJ at 5:30 p.m. Nov. 29. He will be introduced by Grace Ellis, directress of both the Sunday General Electric Program and the Home Circle, which is a daily feature of the WEAJ Chain.

How They Began

• PETER DIXON of Raising Junior: once carried papers for the Orange (Tex) Leader; quit college to become cub reporter; adventured as a second cook on a tanker plying between Texas and Mexico; later reporter and press agent before he turned to radio writing and acting with wife, Aline Berry. Is raising a "junior" of his own.

• FLOYD GIBBONS: graduated from Georgetown University; followed Horace Greeley's advice and went west to get a \$7 a week job on the Minneapolis Star which fired him for incompetence; joined Chicago newspaper whose foreign and war assignments led to first fame.

On the Bench

• It's probably because he has three relatives who are judges in Philadelphia that Wilmer Walter so ably acts the judicial figures on the "March of Time" programs over the WABC-CBS network, Fridays at 8:30 P.M. The expression, "Keep him on the bench", means to Walter that he will be needed for the following week's program.

7:00 P.M.
WABC

MARGE: Oh, you don't mean you're in love?

MYRT: Got all the symptoms—but it may be just another headache.

Hear **MYRT & MARGE** every night except Saturday and Sunday. Begin right away.

Myrt & Marge
WRIGLEY'S

Radio Guide

An Illustrated Weekly of Programs & Personalities

On sale at newsstands on Thursday of each week.
PRICE, 5 cents a copy
YEARLY subscription \$2.50

Radio Guide, Inc.,
475 Fifth Avenue, New York City

Radio Guide

Advertising Rates
(Effective October 19, 1931)

General Advertising

Per agate line, New York Edition . . . flat 12½c.

These are temporary rates based on a guaranteed average net paid circulation of 25,000 (New York edition) for remaining issues issued in 1931. Orders for advertising at these rates accepted only for insertion in issues issued during the balance of 1931.

Mechanical Requirements

Pages are 4 columns wide by 200 agate lines deep—800 agate lines to the page.

1 page (800 lines) . . . 9½ x 14¼ inches
1 column (200 lines) . . . 2¼ x 14¼ inches
2 columns (400 lines) . . . 4¾ x 14¼ inches
3 columns (600 lines) . . . 7 x 14¼ inches
Halftones 85 Screen. Mats or Stereotypes not acceptable.

Issuance and Closing Dates

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Black and white forms close for final release of copy on second Monday preceding date of issuance. Copy must be received not later than Thursday two weeks preceding issuance date if proofs are wanted for O.K.; earlier if proofs must be sent out of city or cuts made.

Radio Guide

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

PROGRAM FOR THURSDAY, DECEMBER 3rd

6:45 A.M. to 10 A.M.

- 6:45 WFAF-Tower Health Exercises... 7:00 WGBS-Musical Clock... 7:30 WJZ-A Song for Today... 7:45 WJZ-Jolly Bill and Jane... 8:00 WMCA-The Phantom Organist... 8:15 WMCA-Reminiscence Road... 8:30 WMCA-Organ Reveille... 9:00 WMCA-Monsieur Sakele... 9:15 WMCA-Lloyd Ruby... 9:30 WMCA-Modern Living... 9:45 WFAF-Our Daily Food...

10 A.M. to 12 Noon

- 10:00 WMCA-Mme. Elvira Geiger... 10:15 WMCA-American Red Cross... 10:30 WMCA-Namm's Program... 10:45 WFAF-Morning Serenaders... 11:00 WNYC-Dept. of Public Markets... 11:05 WNYC-Retail Food Prices... 11:15 WFAF-Radio Household Institute... 11:30 WNYC-Ethel Leitman... 11:45 WNYC-Y.M.C.A.-A Vocational Talk...

12 Noon to 2 P.M.

- 12:00 WMCA-Midday Message... 12:15 WFAF-Black and Gold Room Orchestra... 12:30 WMCA-Phillips Ensemble... 12:45 WPCB-Crooning the Blues... 1:00 WMCA-Sally Entertainers... 1:15 WMCA-Melody Express...

- WGBS-Afternoon Musicale 3:45 WJZ-Chicago Serenaders... WAB-Centenary Collegiate Institute... WOB-N. J. Women's Republican Club... WOV-Red Cross

4 P.M. to 6 P.M.

- 4:00 WFAF-Salon Singers... 4:15 WMCA-Studio Concert... 4:20 WFAF-International Broadcast from London... 4:30 WFAF-Phil Spitalny Tea Dansante... 4:45 WPCB-On A Coral Strand... 5:00 WMCA-Sally Orchestra...

- 7:30 WNYC-WNYC Air College... WFAF-Prince Albert Quarter Hour... WOR-Iaddon Hall Cigar Concert... 7:45 WFAF-The Goldbergs... WOB-Inside Stuff... WJZ-Famous Fallacies of Business... WABC-Camel Quarter Hour... WPAP-National Commission on Police Welfare

8 P.M. to 10 P.M.

- 8:00 WFAF-Fleischmann Hour... WJZ-Dixie Spiritual Singers... WOB-Bernhard Levitow's Ensemble... 8:15 WNYC-The Brahms Trio... 8:30 WOR-Melody Kaleidoscope... WABC-LaPalina present Kate Smith & Swane Music... 8:45 WNYC-Federal Business League... 9:00 WNYC-Filomeno's Westonians... WFAF-Arco Dramatic Musicale... WOB-Darling & Dearie... WJZ-Blackstone Plantation... WABC-Eugene Ormandy... WMSG-Transfield Sisters... WNY-Selwyn Orchestra... 9:15 WOR-Blue Label Cocktail Party... WMSG-Sorgen & Basson... WRYN-John Patterson... 9:30 WFAF-Adventures of Sherlock Holmes... WOB-Men of WOR Orchestra... WJZ-Maxwell House Ensemble... WABC-Love Story Hour... WRYN-Green Village Inn Orchestra... WMSG-Alexander Ermoloff Program

10 P.M. to 2 A.M.

- 10:00 WMCA-Madison Square Garden Hockey Game... WFAF-Lucky Strike Dance Hour... WABC-Modern Male Chorus... 10:15 WOR-The Weaver of Dreams... 10:30 WJZ-Clara, Lu & Em... WABC-Modern Male Chorus... WRYN-Croissant Orchestra... 10:45 WMCA-Three Little Funnsters... WOB-Globe Trotter... WJZ-Paris Night Life... 11:00 WMCA-Will Oakland Terrace... WFAF-Ralph Kirby... WOB-In a Russian Village... 11:15 WFAF-Coon Sanders Orchestra... WABC-Jack Miller... 11:30 WMCA-Al Katz and His Kittens... WFAF-Jessie Crawford... WOB-Moonbeams... 11:45 WFAF-Cab Calloway... WJZ-Lew White's Organ Recital... 12:00 WMCA-Bide Dudley's Dramatic Revue... WJZ-Mildred Bailey & Jesters... WABC-Guy Lombardo... 12:15 WMCA-Enoch Light & Orchestra... WJZ-Earl Hines & His Orchestra... 12:30 WFAF-Waldorf Astoria Hotel Orchestra... WABC-Louis Panico... WJZ-Tweet Hogan's Orchestra... 1:00 WMCA-Coon Sanders Orchestra... WABC-Dave Abram's Orchestra... 1:30 WABC-Roseland Ballroom Orchestra

SPECIALS FOR TODAY 3:00 P.M.-WABC-CBS-LaForge Berumen Musicale. 4:20 P.M.-WFAF-NBC-International Broadcast from London... 6:30 P.M.-WFAF-NBC-Intervention in Manchuria...

- WMSG-Studio Presentation... 1:30 WMCA-Luncheon Music... 1:45 WPCB-Highlights of Sports... 2:00 WMCA-Bide Dudley's Dramatic Review... 2:15 WMCA-Health of Mothers and Babies... 2:30 WMCA-A. G. O.-Negro Orchestra... 2:45 WMCA-Musical Moments... 3:00 WMCA-Sally Entertainers... 3:15 WPCB-Down Reminiscence Road... 3:30 WMCA-Hawaiian Breezes...

2 P.M. to 4 P.M.

- 2:00 WMCA-Bide Dudley's Dramatic Review... 2:15 WMCA-Health of Mothers and Babies... 2:30 WMCA-A. G. O.-Negro Orchestra... 2:45 WMCA-Musical Moments... 3:00 WMCA-Sally Entertainers... 3:15 WPCB-Down Reminiscence Road... 3:30 WMCA-Hawaiian Breezes...

- 5:05 WOR-V. E. Meadows Beauty Talk... 5:10 WOR-Fred Kinsley... 5:15 WFAF-The Lady Next Door... 5:30 WMCA-Quaker Puzzle Man... 5:45 WMCA-Red Devils with Junior Smith...

6 P.M. to 8 P.M.

- 6:00 WNYC-Municipal Reference Library... 6:15 WNYC-William Hoffman... 6:30 WNYC-Spanish Lessons... 6:45 WFAF-Swift Program... 7:00 WNYC-Kovacs Gypsy Trio... 7:15 WNYC-Tastyest Jesters...

AN ACRE OF TOYS!

More than an acre. There are 43,560 square feet in an acre and we have 50,000 square feet in our new Christmas Toy Department. That's enough territory for a full-fledged football gridiron, or 17 tennis courts.

A lot of space, but then, there are a lot of toys. Last year we sold 1,000,000 toys at Christmas time. This year we expect to sell even more. All this in our new building—thousands of new toys—new elevators to take you quickly—wide aisles so you can shop comfortably—the same gala atmosphere—in brand new quarters.

A Department Store in Miniature

We've divided the toys into a series of small shops just like a miniature department store. It will make shopping more exciting for the children and easier for the parents. See the Doll's Little Shop, The Baby Doll Layette Shop, the House-furnishing Shop, The Cowboy's Trading Post, the Pet Shop.

Keep up the American Standard of Giving

Make this the brightest, merriest Christmas that the children have had in years. Prices are low. A whooping big Christmas, with plenty of presents for everyone, will cost no more than a very meagre Christmas cost two or three years ago.



One of our own creations.
Baby Doll in basket layette.
\$4.94

TOYS—FIFTH FLOOR, BROADWAY AND SEVENTH AVENUE BLDGS.

MACY'S

34th STREET & BROADWAY