

SCRAP BOOK

Designed by Grace B. Carlsruh.

Shrewesbury Publishing Company
CHICAGO

VICE



The engagement of Mr. J. has been announced by her mother, Mrs. J. The wedding will take place on Saturday at the residence of the bride's parents.

A.B. CLUB
MENU
for Banquet



WESTERN UNION
TELEGRAMS
WEDDINGS

the third-second tin. the afternoon of the University of Chicago will present its first production, "Buckton, Buckton," on next Saturday at the University of Chicago.

My dear

BIRTHS.

BEST

GRAM
of character
Jane D.
Arlan D.
Dorothy D.
John D.

Certify
that
dates of

SUMMER in Paris! In the Luxembourg and the Tuileries, in the Bois de Boulogne and the Champs-Élysées, the young people of the city will be given a chance to enjoy the soft summer air. Mr. and Mrs. Stuart P. Auer will be given a chance to enjoy the soft summer air. Mr. and Mrs. Stuart P. Auer will be given a chance to enjoy the soft summer air.

Vital Statistics

Marriage Lic.

In "The First Mrs. Fraser" St. John Ervine has written a mildly amusing comedy which has made good entertainment for the audiences of Grace George and A.E. Matthews (above). It's a fine piece of work and a charmingly faithful ex-husband and (Mr. Matthews) a splendidly successful one. Mr. Matthews with a single burst is at his best.

joyful



"Shell Happytime" Artists



Eleanor Barnard



Max Dolin



Dixie Marsh



Hugh Barrett Dobbs
Master of Ceremonies



William Hancock



Edmund Evans



William Powers

SAMBO, ED and MANDY



OF THE
SHELL HAPPY TIME



PERSONAL DIRECTION

HUGH BARRETT DOBBS

(Dobbsie)

How to Make Music on an Ordinary Hand Saw

FIRST it is necessary to procure the right saw, and this is easily arranged by writing to C. W. Marwedel, at 76 First Street, San Francisco, or at 11th and Alice streets, Oakland, California. These saws have been personally tested by Sambo, and will play, if the following directions are put into practice.

The selection of a violin bow is not important, except that a very stout bow is needed, as it must be pulled up very taut.

Wrap a full, two inches of the end, or point of the saw with ordinary friction tape, to insure a hand held.

Place the handle of the saw on the left knee, teeth out, and cross the right leg over the top, be sure you feel the handle of the saw gripped securely.

Grasp the point of the saw with the left hand thumb on top, fingers underneath, and bend down the blade in a gentle curve. Pass the well-rosined bow over the smooth back of the saw, tunting the bow slightly under, and press hard till you feel the rosin bite, then lift the bow away gently to allow the blade to vibrate.

The low tones are very easily made, but as the saw bends down, the tone grows higher, and the high notes are difficult to make. A very strong pull is necessary, with the tension underneath, making just a hint of a crimp (downward) at the point.

After you master the art of making a tone, it is just a matter of stopping the saw at the particular tone you wish to make, as each tone blends smoothly into the other, very much like whistling.

Don't grow impatient, as playing a saw well requires lots of practice, but it is well worth the time, as it has been declared by critics to be the most perfect tone in existence today.

Do not confuse the above method with the method for playing the narrow (Ship-point) saw, which requires a double bend at the point to produce enough tension for a tone.

Thanks for your letter. Best wishes, and "Happy Day."



Billy Page



JEAN WAKEFIELD
NBC-KPO—11:45 A. M.



JOHN AND NED
KPO, KGA, KJR—6:45 P.M.



MURRAY SISTERS
NBC-KPO—10 A.M.

Radio audiences hear her sympathetic mezzo-soprano voice harmonizing with those of Annette Hastings and Imelda Montagne. The three girls are known as the Co-quettes of NBC, and all three of them—including Marjorie—live up to their ether title.



MARJORIE PRIMLEY



ADELE BURIAN
KYA—VOCALIST



LAWRENCE TIBBETT

Baritone of the Metropolitan Opera and star of talking pictures, who is heard each Monday evening at 8:30 over NBC stations on the "Voice of Firestone."



LOYCE WHITEMAN
NBC—8:30 P. M.



IMELDA MONTAGNE
NBC-KGO—9:30 P. M.



THE THREE BAKERS, fun loving college boys who broadcast each Sunday evening on the N. B. C. chain. Left to right they are Jack Parker, Darrell Woodyard, Will Donald (accompanist), and Frank Luther.



CATHERINE RENWICK, one of radio's most talented actresses. She is heard in a number of N. B. C. productions, sometimes playing as many as five different roles.

radio's
heard in
some-
ent roles.



HELEN BOARD

HELEN BOARD, one of the newest additions to the list of Columbia's staff sopranos, looks back



THELMA BROWN
KFRC—8 P. M.



ANTHONY ("Tony") WONS
CBS—8 P. M.



BARBARA BLANCHARD



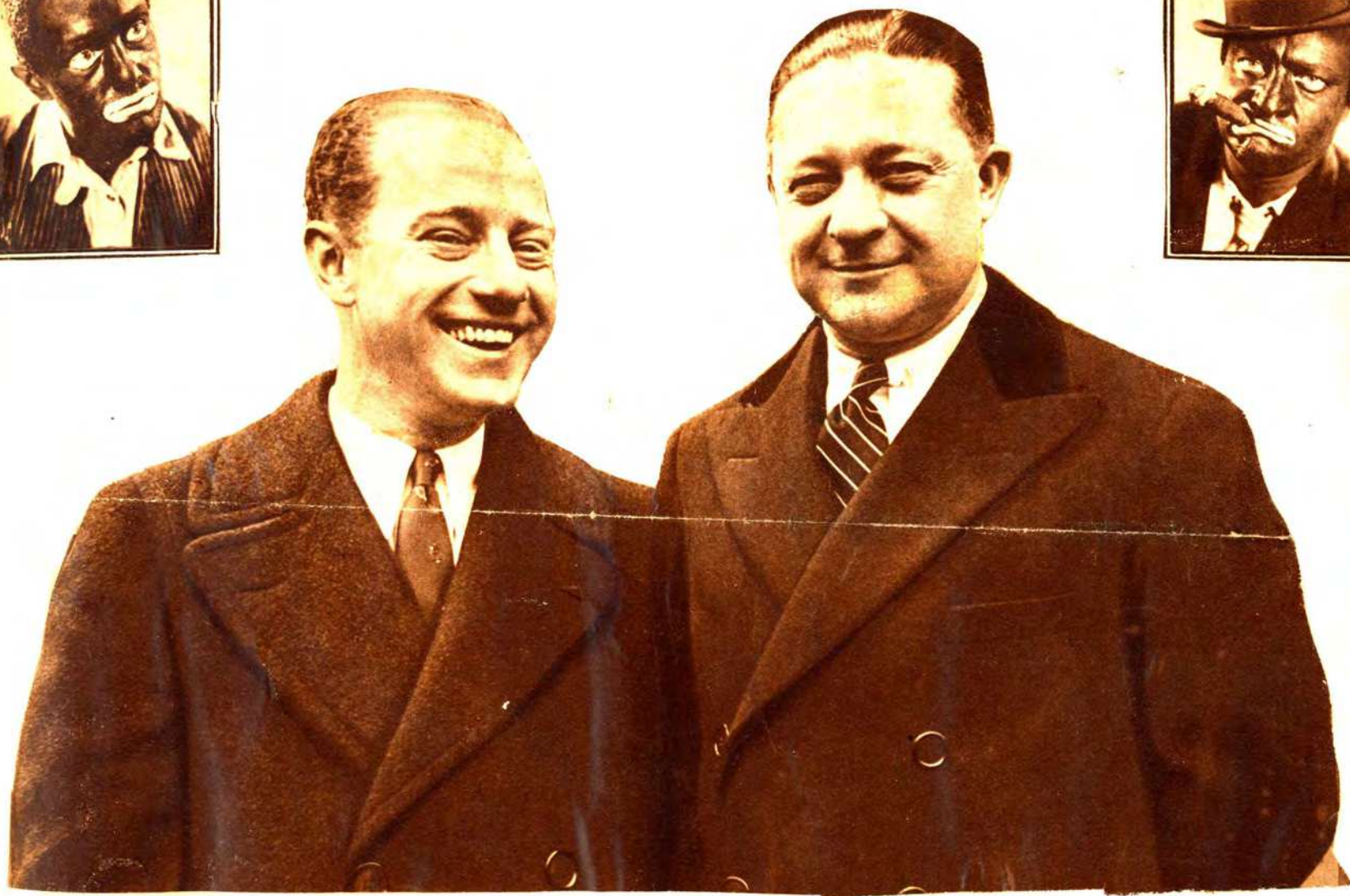
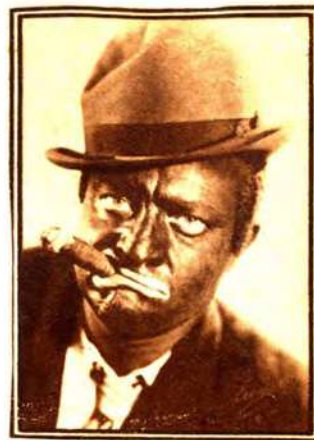
Gayne Whitman "Chander" Margaret Macdonell "Dorothy Regent" Betty Webb "Betty Low Regent" Bob T. Bixby "Bob Regent"







LIGHTNING



Arthur H. Hays Sulzberger *Arthur H. Hays Sulzberger*

You Smile With Pedro



CLOSE-UP OF KFRC's Jamboree favorite, Don Pedro Gonzales, noted for his comedy work in Mexican character.



MURRAY & HARRIS



EDNA O'KEEFE is the life of the party at KFRC, San Francisco, where she is on various programs all day long and far, far into the night. But she loves it, never gets tired, always has a smile and the listeners write odes to her.



Marjorie Lane Trusdale
KFRC—VOCALIST



THE PEARCE BROTHERS, "CAL" AND AL"
Who have long been identified with KFRC's
most popular programs . . . the "Blue Monday
Jamboree" and the "Happy-Go-Lucky" Hour



Hazel Warner



MONROE UPTON
KFRC—4:30 P.M.



HARRISON HOLLIWAY
KFRC—MANAGER



EDNA O'KEEFE, KFRC



HAZEL WARNER, KFRC



MIRIAM RAY
CBS—BLUES SINGER



GUS ARNHEIM

ONE of the most meteoric rises on record was that of Gus Arnheim, director of the orchestra which is heard through an NBC coast-to-coast network, in the new Lucky Strike Dance Hour Series.



CHARLES BULOTTI

Popular tenor of the Pacific Coast Opera Company who is featured exclusively on KFRC and the Don Lee Chain



ARNHEIM

of the most mete-
ises on record was
of Gus Arnheim,
f the orchestra
heard through an
-to-coast network,
w Lucky Strike
r Series.



EDNA FISCHER, KFRC



Edna at age of 5 mo.



VAUGHN DELEATH
CBS—VOCALIST

Television and KFRC's Happy-Go-Lucky Gang

TELEVISION threatens to expose the radio artist in all the details of his appearance with a likeness thrown upon the screen of the set owner.

There is one group of radio entertainers, however, which has anticipated that exposure.



AL PEARCE

For nearly three years Al Pearce and his Happy-Go-Lucky Gang over KFRC, San Francisco, and the eleven stations of the Don Lee-Columbia coast network have conducted open house in the KFRC studios. Each day, except Saturday and Sunday, from 2 to

3 o'clock, the huge Studio A has been jammed with spectators, many of whom have come from distant states to see the performances "in the flesh" of the artists.

The studio holds between three and four hundred people, and there is always an overflow of disappointed ones who arrived too late to get seats. These are told to come back on the morrow, earlier.

With all this experience behind them, the gang is fully prepared to cater to the eyes as well as the ears of the radio fan. And their experience with visible audiences, day in and day out, has led them in another direction—towards the stage.

Al Pearce and his gang have pioneered the public appearances of radio stars on a large scale in the West. They have filled auditoriums in all the principal cities of Northern California and in most of the principal cities of the West, including Los Angeles, Seattle, and Tacoma. They play a return engagement in the Los Angeles Shrine Auditorium, seating 7,000 people, in February, and play in the Portland auditorium in March, 1932. Nothing like it has ever been done before in the West. Never have they played to anything less than capacity houses. And their success can only be attributed to the fact that they have

learned, by their daily experience, to play to an audience. They provide a show that would please an audience even if they were total strangers to it. They are one and one-half kilocycles ahead of television.

Al Pearce has kept in mind, however, that he is directing an air show primarily. If a studio stunt depends very much upon being seen for its effectiveness the genial Al at the microphone tells the listeners all about it.

The program has grown to be a sort of an institution. At Easter time the artists put on shows and distribute Easter toys they have collected from their friends of the air in the public parks of the cities. Thousands of children attend.

At Christmas time many thousands of toys sent in are distributed to the hospitals for crippled children and the homes of the poor.

Here is how the hour started. Al was assigned to a Saturday morning program about three years ago. Radio wasn't as far advanced in those days, and he was given a piano player and one or two singers to help him fill the hour between 10 and 11 o'clock. Al sings and plays the guitar himself.

One day he received a letter from a fan asking if she could come to the studio and watch the broadcast.

"If you're not a bill collector and think you can stand it, why come right along," replied Al, over the air.

A dozen people came the following Saturday. Al's brother Cal, Norman Neilson, and "Mac" joined the gang, and they moved to a larger studio. And from that it grew to its present importance among radio programs in the West. It has always been completely spontaneous, no program or continuity ever having been arranged beforehand.

Other artists to join the hour later include Tommy Harris, Charlie Carter, Edna O'Keefe, Lord Bilgewater, the comedy Englishman; the Clark Sisters, Edna Fischer, Jeanie Clairmook, Marjorie Lane Truesdale, Cecil Wright, Pedro, Abe Bloom, and Hazel Warner.



Al Pearce, Ruth Clark, Lord Culquhoun, Lila Clark, Tommy Harris, Charlie Carter, Norman Melara
 Baby Jean Clairmunk, Hazel Warner, Nany McClintock (Mae), Cal Pearce
 Abe Bloom, Edna O'Keefe, Edna Fisher, Pedro Gonzales, Margie Lem Tinsdale, Cecil Wright



When Helen Webster, home science editor of NBC's Woman's Magazine of the Air, tells the radio audience how to make an old card-table look new, with the aid of a little paint and ingenuity, she knows whereof she speaks



EDWARD J. FITZPATRICK
NBC—ORCHESTRA DIRECTOR

And
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slaw, v



And in case you're interested—here's a typical Bennie Walker recipe for cold slaw.

"You take a head of cabbage," he says, "and slice it fine. Then sprinkle it all over with sugar. How much sugar? Oh—well, just as much as you would sprinkle on your breakfast oatmeal. Then shake salt and pepper all over it. Then pour cream over it, and mix it well. How much cream? Oh, enough to moisten it, and leave a little in the bottom of the dish.

"Then you take the vinegar bottle and pour vinegar all over the cabbage, mix it all up, and you have real cold slaw, without any fuss or feathers!"



"Keep that old smile smiling..."

THAT'S Bennie Walker's slogan



TED HUSING, CBS



RIGHT: Ted Husing, ace sports announcer whose thrilling and detailed broadcast descriptions of the leading football games of the season will be heard from stations of the Columbia chain.



ERNIE SMITH
(At left) will report the California vs. Stanford game over Station KFRC.

DON THOMPSON
(At right) will report the California vs. Stanford game over NBC Stations KGO, KFI, KGW and KOMO.





Graham McNamee, veteran announcer of leading sports events for the National Broadcasting Company, whose vivid word pictures of many of the outstanding football games will be heard over National chain stations.



DONALD NOVIS
Radio's Leading Tenor



JOHN. P. MEDBURY

Master of Ceremonies
M-J-13. Demi Tasse Revues.



NELSON CASE



BILL HAY



RICHARD WEBSTER

Who is one of the featured artists on the
M. J. B. Demi Tasse Revues



Ka-ka-Katy, Morton and Bing—
A Queen, a Jack and a King,
Yet Aces they're all
At Columbia's call
And Lordy, how they can sing!



Marge and Marge



LAURENCE L. CROSS



WILLIAM H. HANCOCK



Michael Raffetto
NBC Matinee
Ma and Marge Sketches



MICHAEL RAFFETTO



"MA" AND SETH PARKER

Who are now heard again at their regular time on Sunday evenings in their popular program, "Sunday at Seth Parker's." They are also making personal appearances on the Pacific Coast.



BELOW: Martha, Vet and Connie—the Three Boswell Sisters. They are heard on Thursday and Sunday nights over the Columbia network.



Connie
Boswell



Carrie Jacobs Bond



CARLTON E. MORSE
NBC
Playwright



LEIGH LOVELL
"Dr. Watson"
NBC—9:15 P.M.



HENRY SUMER

*NBC National Playwright
in San Francisco*



ANITA CALFOT
NBC—DRAMATIC ARTIST



HAROLD PEARY



NELSON CASE, pictured at the upper left, will announce the returns through KGO and KYA on Tuesday night. Among the entertainers to be heard are Adele Burian, the KYA singer, whose portrait appears at the upper right, and the Hill

Billy Boys shown at action in the sylvan scene. The Hill Billies: standing, left to right, Virgil Ward, Fred Heward, Charlie Marshall. Seated, Johnnie Toffoli and Johnnie O'Brien. Many other popular artists will be on the air.



MEL PETERSON
NBC-KPO—3 P.M.

AMOS 'N' ANDY NOT TO BREAK UP
Unable to convince his son to come back to the trade of bricklaying which he left to become famous as Andy of NBC's blackface team, Joseph B. Correll (right) is himself almost convinced to go blackface as Charles Correll initiates him into the mysteries of the burnt cork.





Peter and Aline

BETTER known to radio listeners as Ken and Joan Lee in the NBC program, *Raising Junior*. You know, of course that Aline has been away for a time while another little Dixon was arriving in this world. This is the first picture of ma and pa since. Imagine these two kids being parents!



Arthur Pryor, Jr., (seated) responsible for the elaborate production of *The March of Time*, directing rehearsal. Even the *March of Time* must hit it on the nose and finish "on time"



MIRIAM HOPKINSON, New York society girl, who is studying for an operatic career and who is frequently heard in the dramatic presentations of news called "*The March of Time*". She was chosen to play the part of Cyrena Van Gordon, and because of her knowledge of French, the role of Jose Laval, daughter of the Premier of France.

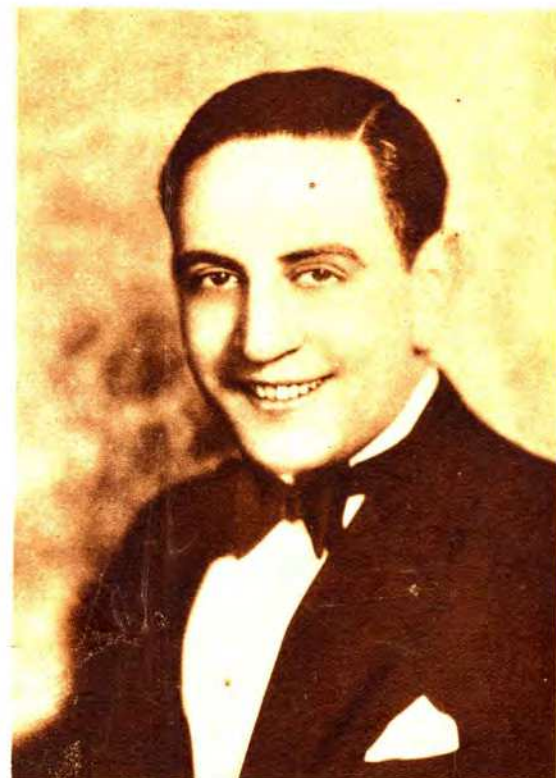
THE
picture
features
regularly
Left to
fred Gl
Frank B
and Ph



THE REVELERS (right) in a new picture. Long one of the most popular features on the air, this quartet is heard regularly on a number of programs. Left to right: Lewis James, tenor; Wilfred Glenn, bass; James Melton, tenor; Frank Black, director and accompanist; and Phil Dewey, baritone.



DOROTHY GORDON (above), who sings frequently on the American School of the Air programs. This series of educational programs possessing a rare distinction and dignity, are broadcast regularly over C. B. S.



GUY LOMBARDO, eldest of the three Lombardo Brothers and director of the Royal Canadians, who have long been one of the favorite orchestras on the air.



DR. S. PARKES CADMAN (right), minister, who is one of the leading figures in what he calls the "larger ministry of the radio". Dr. Cadman's talks are broadcast each Sunday afternoon.



RUSS COLUMBO





ART JARRETT, one of the newer stars to loom on the radio horizon. Jarrett, a tenor and banjoist, was lured from the stage by radio and is now heard regularly from the C. B. S. chain.



JESSICA DRAGONETTE, who is probably the most popular female star of the National Broadcasting Company. Miss Dragonette won popularity in radio almost over night, and her sweet soprano voice has been the feature of several prominent programs.



BEN BERNIE, famed as "The Old Maestro". Bernie's orchestra programs, interspersed with his own pungent wise cracks and witticism, are one of radio's most popular features.



ANDY SANELLA, saxophonist extraordinary, and one of radio's most versatile musicians. Andy is master of several instruments, an orchestra director, and the guitar soloist for the Lucky Strike dance orchestra.



G. DONALD GRAY, KYA

33.1 Meters KHJ Vandike 7111
600 Kcs. 1000 Watts
 on Lee, Inc., Los Angeles, Calif.
 01 A.M.—News briefs and recordings
 —Capt. Dobbsie and Shell Happy-time
 30—Hallelujah Hour
 15—"Jack and Grace"
 30—Betty Crocker, Household Hints
 45—CBS, Columbia Revue
 1—Safety Conference Talk
 15—CBS, Farm Network
 1—Beauty Talk and Soloist
 15—CBS, Ann Leaf, Organist
 30—CBS, Amer. School of the Air
 12 noon—CBS, Edna Wallace Hopper
 2:15—CBS, The Four Eton Boys
 2:30—World-wide News
 2:45—CBS, Columbia Salon Orch.
 —CBS, U. S. Navy Band
 30—Times Forum
 —Happy-Go-Lucky Hour
 —Feminine Fancies
 —CBS, Organallities
 15—Plain Facts About Science
 30—CBS, The Songsmiths
 45—Mona Content, pianist, and organ
 —CBS, Jimmy Joy's orchestra
 15—Town Topics and News Items
 30—CBS, Memory Mist
 45—To be announced
 —J. Warde Hutton's Concert Ensemble
 30—CBS, For the Dancers
 —CBS, Vitality Personalities
 15—"Black and Blue"
 30—CBS, Music that Satisfies
 45—CBS, "Myrt and Marge"
 —CBS, Bing Crosby
 15—Chandu the Magician
 30—CBS, Morton Downey and the Camel Orchestra
 45—Frostilla
 —Vignettes
 30—"Isle of Golden Dreams"
 1—World-wide News
 1:10—Unguentine, transcriptions
 1:25—Anson Weeks' orchestra
 1—Roosevelt Dance Orchestra
 2 to 1 A.M.—Recordings

15.6 Meters KFVB Holly. 0315
50 Kcs. 1000 Watts
 Varner Brothers, Hollywood, Calif.
 A.M.—Tom Murray's Hill Billies
 —Los Angeles Breakfast Club
 30—Price Dunlavy, organist
 1—Prudence Penny, Home Economics
 1:30—Recordings
 1—Jon Dodson, soloist, accompanied by Bert Fiske
 1:15—Julietta Novis and Johnny Murray, soloists; Bert Fiske, acc.
 1:30—Recordings
 2 noon—Price Dunlavy, organist
 2:30—Recorded program
 —Maury Hughes, golf talks
 15—Recordings
 30—Alice Prindle, contralto, and Price Dunlavy, organist
 —Recordings
 30—Violin and Price Dunlavy, organist
 —Bridge Lessons
 15—Recordings
 30—Lewis TeeGarden reading popular fiction
 —Recordings
 30—The King's Men and June Pursell, soloist, accompanied by Bert Fiske
 —Clickety Clack

6:45—Growin' Up, featuring Gay Seabrook and Emerson Tracy
 7—The Olympians
 7:15—Jack Crawford's orchestra
 7:30—The Hoofers
 7:45—Shilkret Novelties
 8—Strings and Bows
 8:30—Jack Crawford's orchestra, with June Pursell
 9—Plain People, continuity by Kay Van Riper
 9:30—Slumber Time
 10—Lou Traveller's Orchestra
 11 to 12 midnight—Dance orchestra from Embassy Club

499.7 Meters KFSD Franklin 6353
600 Kcs. 1000 Watts
 Airfan Radio Corp., Ltd., San Diego
 7:30 A.M.—Studio Program
 7:45—NBC, Van and Don
 8—Morning Musicale
 8:45—Good Cheer
 9—NBC, General Electric Circle
 9:15—Amy Lou Shopping Hour
 10—NBC, Keeping Up with Daughter
 10:15—Health Talk
 10:30—NBC, Magazine of the Air
 11:10—Studio Program
 11:30—Child Psychology
 12 noon—Studio Program
 12:15—NBC, Western Farm & Home
 1—Ad Club Luncheon
 1:30—Feature Program
 2—NBC Matinee
 3—NBC, Waldorf Empire Room Or.
 3:15—NBC, Headliners
 3:30—NBC, Talk by Wm. G. Hard
 3:45—NBC, Business and Pleasure
 4—Radio Dental Clinic
 4:30—Leonard Spaulding
 5—NBC, Amer. Taxpayers' League
 5:15—Sponsored Program
 5:30—NBC, Goodyear Program
 6—Late News
 6:15—Sponsored Program
 6:30—Radio Ralph
 6:45—NBC, Cecil and Sally
 7—NBC, Coca-Cola Program
 7:30—Seiberling Singers
 7:45—Feature
 8—NBC, Amos 'n' Andy
 8:15—NBC, Vermont Lumberjacks
 8:30—NBC, Snowdrift-Wesson Oil
 9—NBC, Rin-Tin-Tin Thriller
 9:15—NBC, Coon-Sanders Orchestra
 9:30—Bailey Warren, tenor
 9:45—NBC, Earl Burtnett's Orch.
 10—NBC, Richfield News Flashes
 10:15—Dance Music from Cafe Little Club
 11:15 to 12 midnight—Studio Program
 12 to 1 A.M.—Recordings

384.4 Meters KTM Exposition 1341
780 Kcs. 1000 Watts
 Pickwick Broad. Corp., Los Angeles
 6 A.M.—Bert Olbert's Request records
 8—Recorded program
 9—Zandra
 9:30—Recorded program
 10—Silent period
 1 P.M.—Recorded program
 1:15—Mother Spencer
 2—Spanish concert
 3:15—Recorded program
 3:30—Gene Byrnes in "Scraps from the Waste Basket"
 4—Variety program
 4:30—Records
 5—Silent period
 8—Gene Biscailuz, Undersheriff, experiences
 8:15—String Ensemble
 8:45—Concert orchestra
 9—Beverly Hillbillies
 10—Bartley Sims, organist
 10:30—Utah Trail Boys
 10:45—Cracker Barrel Congress
 11—Ballyhooley
 11:30 to 1 A.M.—Recorded program

209.7 Meters KECA West. 031
1430 Kcs. 1000 Watts
 Earle C. Anthony, Inc., Los Angeles
 10 A.M.—News release
 10:15—Louis Rueb, health exercise
 10:30—Around the House with R. Leffingwell
 11—German lesson, by Annette D. herty
 11:15—Record program (popular)
 12 noon—Biltmore Concert orchestra
 12:45—Kiwanis Club Luncheon
 1:30—Studio program
 1:45—"Bob, Bunny and Junior"
 2—Record program
 4—Alexander Bevani, speaker of the Italian language
 4:15—Record program
 4:30—News release
 4:45—Record program
 5—Big Brother Ken and his Kids
 5:30—Los Angeles Fire Department Orchestra
 6—String trio
 6:45—NBC, Cecil and Sally
 7—NBC, Raising Junior
 7:15—Chapel organ
 7:30—NBC, Jack Coakley's Syncopators
 8—Program to be announced
 8:15—NBC, Prince Albert Quarter Hour
 8:30—Male Quartet
 8:45—Orchestra
 9—NBC, The Frigidairians
 9:15—Royce and Ronald, the Alabama boys
 9:30—Earl Burtnett's Orchestra
 10:30 to 10:45 P.M.—News Release

285.5 Meters KNX Hemp. 410
1050 Kcs. 5000 Watts
 L. A. Evening Express, Los Angeles
 6:30 A.M.—Recorded Program
 6:45—Bill Sharples and his Gang
 8:45—Inspirational Talk and Pray
 9—Clinic of the Air
 9:30—News Items
 9:45—Maxine's Shopping Service
 10—Eddie Albright's Family
 10:30—Kate Brew Vaughn, Hon. Economics
 11—"The Mirror"
 11:15—Recorded Program
 12 noon—News Items
 12:15—Doria Ball, "Personal Presentations"
 12:30—Recorded Program
 1—Paris Inn
 2—The Bookworm
 2:30—Recorded Program
 3:30—Mrs. Emily Shutts
 3:45—Recorded Program
 4—Announcements; Stocks; Travelogue
 4:15—Recorded Program
 4:30—Maxine's Shopping Service
 5—The Arizona Wranglers
 5:30—Recorded Program
 5:45—Town Crier's Tips
 6—News Items
 6:15—KNX Ensemble
 6:30—Li'l Joe Warner and his Jol Journal
 6:45—KNX Ensemble
 7—Frank Watanabe & Hon. Arch
 7:15—Rosierucian String Ensemble
 7:45—"The Bobrick Girls"
 8—"Idylls"
 8:30—Drury Lane, tenor, and She man Oaks Serenaders
 9—News Items
 9:15—Gertrude Ridenour and B Hatch
 9:30—Ethel Duncan, "The Quest and Answer Today"
 10—
 11—
 12 t



That jolly and well fed comedienne, Kate Smith, whose intriguing voice is heard regularly and frequently from Columbia stations. Miss Smith, who has appeared in musical comedy and vaudeville productions, is 22 years of age.



LEFT: Dolores Cassinelli, N. B. C. soprano who is heard each Sunday in the "Neapolitan Days" program.

BELOW: Mary and Bob, itinerant performers in the True Story program, series of intense emotional dramas. Mary is played by Nora Sterling, and Bob is characterized by Cecil Secrest.





Ben Bernie, the "Old Maestro", whose orchestra is one of the favorites heard over the Columbia System. The popularity of the program is contributed to by the interspersed witticisms of the director.



"The Three Doctors", in "an especially posed portrait". These protagonists of song and patter, who render one of the most popular features on the Columbia chain are identified from left to right as Bill Pratt, Ransom Sherman, and Joe Rudolph.



JOHN HOLBROOK, N. B. C. announcer, who was awarded this year's gold medal for good diction on the radio, by the American Academy of Arts and Letters.



FRED UTAL, whose voice is the latest to be heard announcing programs over the Columbia network. Utal began his career at the age of ten in the movies, and later sang in the chorus of the Metropolitan Opera Company.

Al Pearce, Gang Opens Tomorrow at California

A brand new stage show entirely different from the one brought here last summer will be featured by Al Pearce and his gang opening at the Fox California tomorrow for a three-day engagement.

On the screen will be the musical, "Sitting Pretty," which concerns the adventures of a pair of song writers in Hollywood and features Jack Oakey, Ginger Rogers, Jack Haley and a host of beautiful girls. Among the many song hits is "Did You Ever See a Dream Walking." It is a gay, snappy musical comedy.

Al Pearce and his gang will broadcast from the stage. In the cast are Yogi Yorgesson, Mable Todd, Andy Andrews, singing comedian; Carlyle Bennett, romantic tenor; Morey Amsterdam, master mind of Gagdon; Tony Romano; Lord Bilgewater; Hatch and Archer, piano team; the Three Cheers, the Rhythmettes and Ay himself and his brother Cal.



Al Pearce and his gang will be on the stage of the Fox California Theater Thursday, Friday and Saturday with their famous Happy-Go-Lucky program. They will broadcast daily from the California stage.

Sunlamp Restores Birds' Singing



Dr. Laurence Cross using a General Electric sunlamp to encourage "Dicky Byrd," an Alabama mocking bird, to sing in his radio program, "Crosscuts from the Log O' the Day." At left, W. W. Barber—Zeke, the bird man—holding a Brazil tanager.

WHEN birds have sung for years and suddenly stop—then what?

This problem came very close to stumping Dr. Laurence Cross of Berkeley, whose popular radio programs, "Crosscuts from the Log O' the Day," have been broadcast steadily for going on five years over the National Broadcasting Company's KPO network from San Francisco.

Dr. Cross has always featured a choir of birds as a novel background for his stories and news comments and for the singing of his log-sawing quartet of southern negroes. Their twittering helps to create the illusion of deep woods. The choir numbers about fifteen feathered songsters, including Alabama and California mocking-birds, German canaries, European finches, Persian nightingales, military starlings, a scarlet tanager from Brazil and a grosbeak from Mazatlan.

A while ago the birds stopped singing—not just for a day, but apparently forever. Worse still, two or three of them died. Dr. Cross was puzzled. So was "Zeke, the bird man" (W. W. Barber, basso of the quartet) who rises at 4 o'clock every morning and crosses the bay to feed the pets and take care of them.

Day after day Dr. Cross and "Zeke" tried various and sundry methods to solve the problem. They put the birds on new diets, installed them in different

cages, played music boxes in an attempt to arouse their competitive spirit. But to no avail. The choir remained mute.

All of a sudden Dr. Cross correctly diagnosed the trouble. He realized that the birds, kept month in and month out in a room adjoining the studio, weren't getting nearly enough sunshine. And, since he couldn't very well take the birds out into the sun every day, he brought sunshine to them through the medium of an electric sunlamp.

The result was almost miraculous. After just a few minutes of basking in ultraviolet rays, the birds immediately began to perk up. Another short treatment the next day and they, as Dr. Cross puts it, "resumed their normal joyousness and began to sing as of old." So the sunlamp was kept in daily use—not only in the birds' living quarters but also in the broadcasting studio during the "Crosscuts" hour, as a guarantee that the choir would always be at its best.

"I'm a great booster for the sunlamp," says Dr. Cross. "Without sun, birds won't sing or won't live. And the sunlamp adequately takes the place of natural sunlight."

P. G. and E. stockholders number 96,824, of whom 76,221—78.7 per cent—are residents of California. Only 21.3 per cent live outside the state.



The month's selection for THE PRETTIEST GIRL ON THE AIR—Mary Charles, songstress, who broadcasts regularly from stations of the Columbia chain.

Jack Barbour—

one of your favorites on that program, with a picture of the famous Snowdrift creaming test.



FRANK PARKER (above), the A. & P. Gypsies' tenor who came to radio via the vaudeville and musical comedy route. He was discovered for radio by an N.B.C. official who heard him during a stage appearance. Parker's high clear tenor voice is microphone perfect.

"ONE MAN'S FAMILY"—N. B. C.

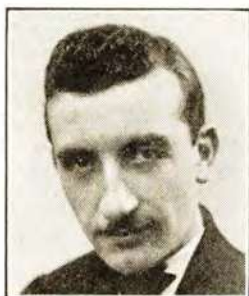


WESSON 21 & SNOWDRIET PEOPLE SPONSORS

"ONE MAN'S FAMILY"

CAST OF CHARACTERS

NBC-KGO Network
Wednesday 7 8:30 p. m.



"Paul"
MICHAEL RAFFETTO



"Clifford"
BARTON YARBOROUGH



"Fannie Barbour"
MINETTA ELLEN



"Henry Barbour"
J. ANTHONY SMYTHE



"Hazel"
BERNICE BERWIN



"Claudia"
KATHLEEN WILSON



"Jack"
BILLY PAGE



CARLTON E. MORSE
The Author



HELEN TROY (*Sally*)



HARRY MCCLINTOCK (*Mac*)



CHARLES MARSHALL



DON THOMPSON, NBC

5.5 Meters KNX Hemp. 4101
50 Kcys. 5000 Watts
A. Evening Express, Los Angeles
0 A.M.—Recorded Program
5—Bill Sharples and his Gang
5—Inspirational Talk and Prayer
Clinic of the Air
0—News Items
5—Maxine's Shopping Service
—Eddie Albright's Family
30—Kate Brew Vaughn, Home
Economics
—“The Mirror”
15—Recorded Program
noon—News Items
15—Doria Baill, “Personality
presentations”
30—Recorded Program
Paris Inn
The Bookworm
0—Recorded Program
—Mrs. Emily Shutts
5—Recorded Program
Announcements; Stocks; Travel-
ogue
5—Recorded Program
0—Maxine's Shopping Service
The Arizona Wranglers
0—Recorded Program
5—Town Crier's Tips
News Items
5—KNX Ensemble
0—Lil' Joe Warner and his Jolly
ournal
5—KNX Ensemble
Frank Watanabe & Hon. Archie
5—Roscierucian String Ensemble
5—“The Bobrick Girls”
KNX Dance Band and Gertrude
idenour
0—Drury Lane, tenor, and Sher-
ian Oaks Serenaders
News Items
5—KNX Ensemble
—Ethel Duncan, “The Question
nd Answer Lady”
—Jackie Taylor and his Orchestra
—The Paris Inn
to 1 A.M.—Ray Howell, the
Aaaand How!!! Boy

4.1 Meters KHJ VAndike 7111
1 Kcys. 1000 Watts
n Lee, Inc., Los Angeles, Calif.
1 A.M.—Inspirational Talk
5—News Briefs and Recordings
Capt. Dobbie and Shell Happy-
ime
0—Hallelujah Hour
—“Jack and Grace”
5—CBS, Don Bigelow & his Orch.
0—Betty Crocker, Household
ints
5—CBS, Columbia Revue
—Safety Conference Talk
15—CBS, Farm Network
45—Marley Perfume Co.
—Beauty Talk and Soloist
15—CBS, Ann Leaf, Organist
30—CBS, Amer. School of the Air
noon—Jack Parker and Organ
15—CBS, The Four Eton Boys
30—World-wide News
45—CBS, Columbia Salon Orch.
CBS, U. S. Navy Band
0—Times Forum
Happy-Go-Lucky Hour
Feminine Fancies
—CBS, Organalities
5—Plain Facts About Science
0—CBS, The Boswell Sisters
5—Organ and Piano
5—Town Topics and News Items
0—CBS, Memory Mist
—CBS, Songsmiths
3, The Columbians

7:45—CBS, “Myrt and Marge”
8—CBS, Bing Crosby
8:15—Chandu the Magician
8:30—CBS, Morton Downey and the
Camel Orchestra
8:45—Raymond Faige Presents
9—CBS, Eddie Duchin and his Orch.
9:15—Pacific States Special Concert
9:30—“Isle of Golden Dreams”
10—World-wide News
10:05—Oldsmobile
10:20—Anson Weeks' Orchestra
11—Roosevelt Dance Orchestra
12 to 1 A.M.—Recordings

315.6 Meters KFVB Holly. 0315
950 Kcys. 1000 Watts
Warner Brothers, Hollywood, Calif.
7 A.M.—Tom Murray's Hill Billies
8—Los Angeles Breakfast Club
9:30—Price Dunlavy, organist
10—Prudence Penny, Home Eco-
nomics
10:30—Recordings
11—International Playboy, Frank
Braidwood, acc. by Bert Fiske
11:15—Julietta Novis and Johnny
Murray, soloists; Bert Fiske, acc.
11:30—Recordings
12 noon—Price Dunlavy, organist
12:30—Phantom Pianist
12:45—Maury Hughes, golf talks
1—Recordings
1:30—Alice Prindle, contralto, and
Price Dunlavy, organist
2—Recordings
2:30—Violin and Price Dunlavy, or-
ganist
3—Recordings
3:30—Lewis TeeGarden reading pop-
ular fiction
4—Recordings
4:30—Doug Richardson and Helen
Friend, soloists; Bert Fiske, acc.
5—Clickety Clack
5:15—Dance Band and June Pursell,
soloist, and King's Men
6:15—The Adventures of Charlie
Lung and his Gang
6:30—Price Dunlavy, organist
6:45—Growin' Up, featuring Gay
Seabrook and Emerson Tracy
7—The Olympians
7:15—Sonny Brook's Orchestra
7:30—The Hoofers
7:45—Shikret Novelities
8—Dress Parade for Warner Bros.
8:30—Strings and Bows
9—Plain People, continuity by Kay
Van Riper
9:30—Slumber Time
10—Lou Traveller's Orchestra
11 to 12 midnight—Don Rico's Orch.

384.4 Meters KTM Exposition 1341
780 Kcys. 1000 Watts
Pickwick Broad. Corp., Los Angeles
6 A.M.—Bert Olbert's Request rec-
ords
8—Rocky Mountaineers
9—Zandra
9:30—Recorded program
10—Silent period
1 P.M.—Recorded program
2—Spanish concert
3:15—Recorded program
3:45—Gene Byrnes in “Scraps from
the Waste Basket”
4—Montana Cowgirls
4:30—KTM Shopper with records
5—Silent period
8—Gene Biscalluz, Undersheriff, ex-
periences
8:15—Utah Trail Boys
8:30—Dance Orchestra
8:45—Concert Orchestra
9—Beverly Hillbillies
10—Dance Orchestra
10:30—Utah Trail Boys
10:45—Bartley Sims at the Organ
11—Ballyhoovey
11:30 to 1 A.M.—Recorded program

499.7 Meters KFSB Franklin 635
600 Kcys. 1000 Watts
Airfan Radio Corp., Ltd., San Dieg
7:30 A.M.—Records
7:45—NBC, Van and Don
8—Morning Musicale
8:45—Good Cheer
9—NBC, General Electric Circle
9:15—Amy Lou
10—NBC, Keeping Up with Daughte
10:15—Health Talk
10:30—NBC, Magazine of the Air
11:10—Studio Program
11:30—Child Psychology
12 noon—Studio Program
12:15—NBC, Western Farm & Hom
1—Ad Club Luncheon
1:30—Studio Program
2—NBC Matinee
3—NBC, Waldorf Empire Room O
3:15—NBC, Headliners
3:30—NBC, Ponce Sisters
3:45—NBC, Business and Pleasure
4—Radio Dental Clinic
4:30—Leonard Spaulding
5—NBC, Amer. Taxpayers' Leagu
5:15—Novelty Program
5:30—NBC, Goodyear Program
6—Late News
6:15—Sponsored Program
6:30—Radio Ralph
6:45—NBC, Cecil and Sally
7—NBC, Coca-Cola Program
7:30—Seiberling Singers
7:45—Feature
8—NBC, Amos 'n' Andy
8:15—NBC, Vermont Lumberjacks
8:30—NBC, Snowdrift-Wesson Oil
9—NBC, Rin-Tin-Tin Thriller
9:15—NBC, Coon-Sanders Orchestr
9:30—Bailey Warren, tenor
9:45—NBC, Earl Burtnett's Orch.
10—NBC, Richfield News Flashes
10:15—Dance Music from Cafe Littl
Club
11:15 to 12 midnight—Studio Pro
gram

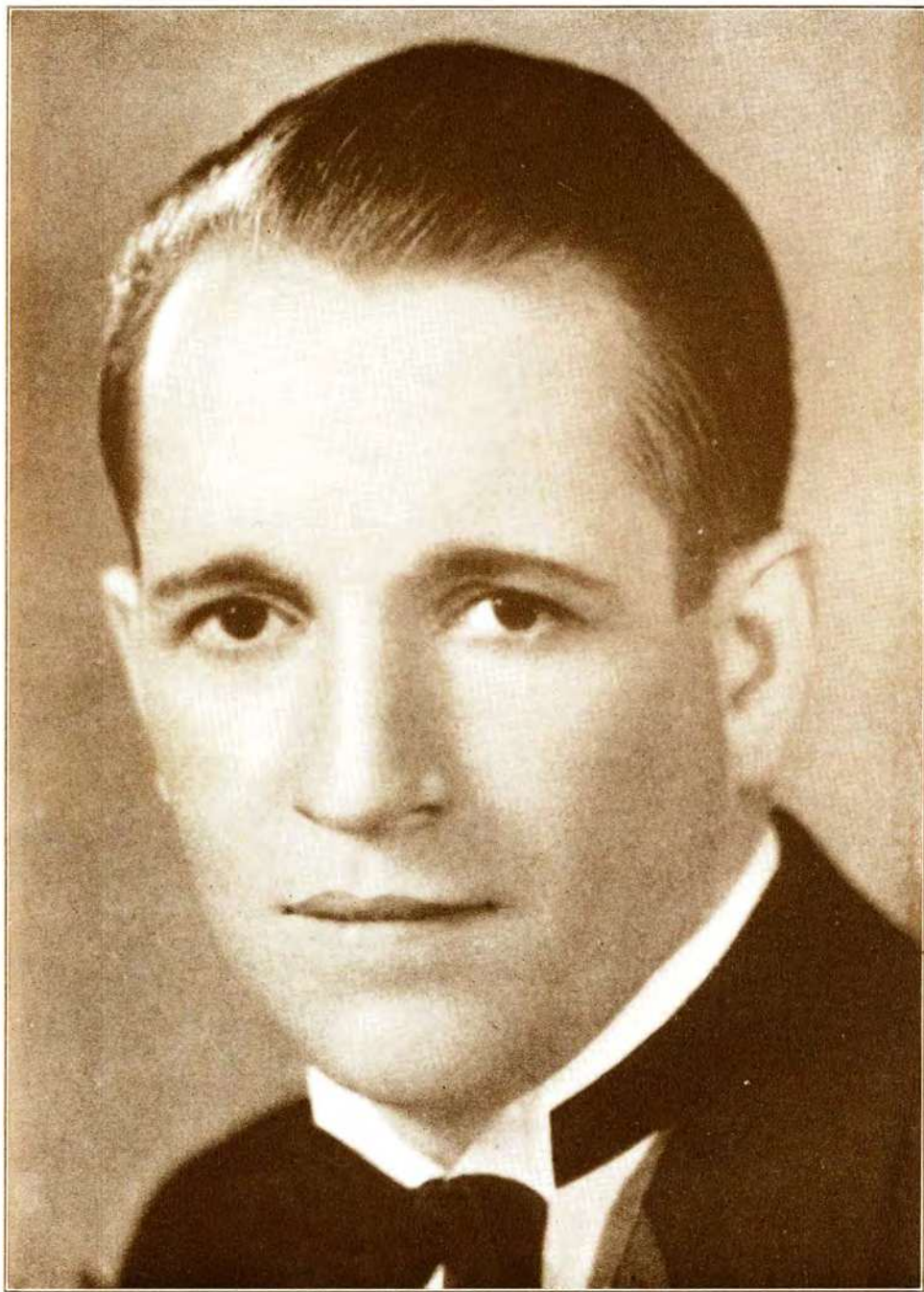
225.4 Meters KGB Franklin 615
1330 Kcys. 500 Watt
Don Lee, Inc., San Diego, Californi
7 A.M.—Records, News Items an
Stock Quotations
8—Shell Happytime with Dobbie
8:30—Hallelujah Hour
9—CBS, Don Bigelow's Orchestra
9:30—Betty Crocker
9:45—CBS, Columbia Revue
10—Blanche Wood's Shopping Tou
11—CBS, Columbia Artists Recital
11:30—CBS, Amer. School of the Al
12 noon—CBS, Columbia Salon Orcl
12:30—CBS, Arthur Jarrett
1—Stock Quotations
1:05—CBS Program
2—Happy-Go-Lucky Hour
3—Majestic Theatre of the Air
3:15—Feminine Fancies
4—CBS, Organalities
4:15—Mona Content
5—CBS, The Columbians
5:15—CBS, Songsmiths
5:30—CBS, Eddie Kuhn's Orchestr
5:45—News Reel and Town Topic
6—J. Warde Hutton's Concert En
semble
6:30—Gene Quaw, Dinner Mus
from El Cortez Hotel
7—Bill Rossi, songs
7:15—CBS, Columbia Concerts Orcl
7:30—CBS, Music that Satisfies
7:45—Oldsmobile Program
8—Chevrolet Chronicles
8:30—CBS, Camel Quarter Hour
8:45—Frostilla Program
9—Slumber Music (records)
9:15—Abe Lyman's 15-Minute Sho
9
10
11
11



THEODORE STRONG



IRVING KENNEDY, NBC



TED MAXWELL (*Jack*)



CLARK SISTERS
(LILAH AND RUTH)



JOHNNIE PATRICK (*Cecil*)



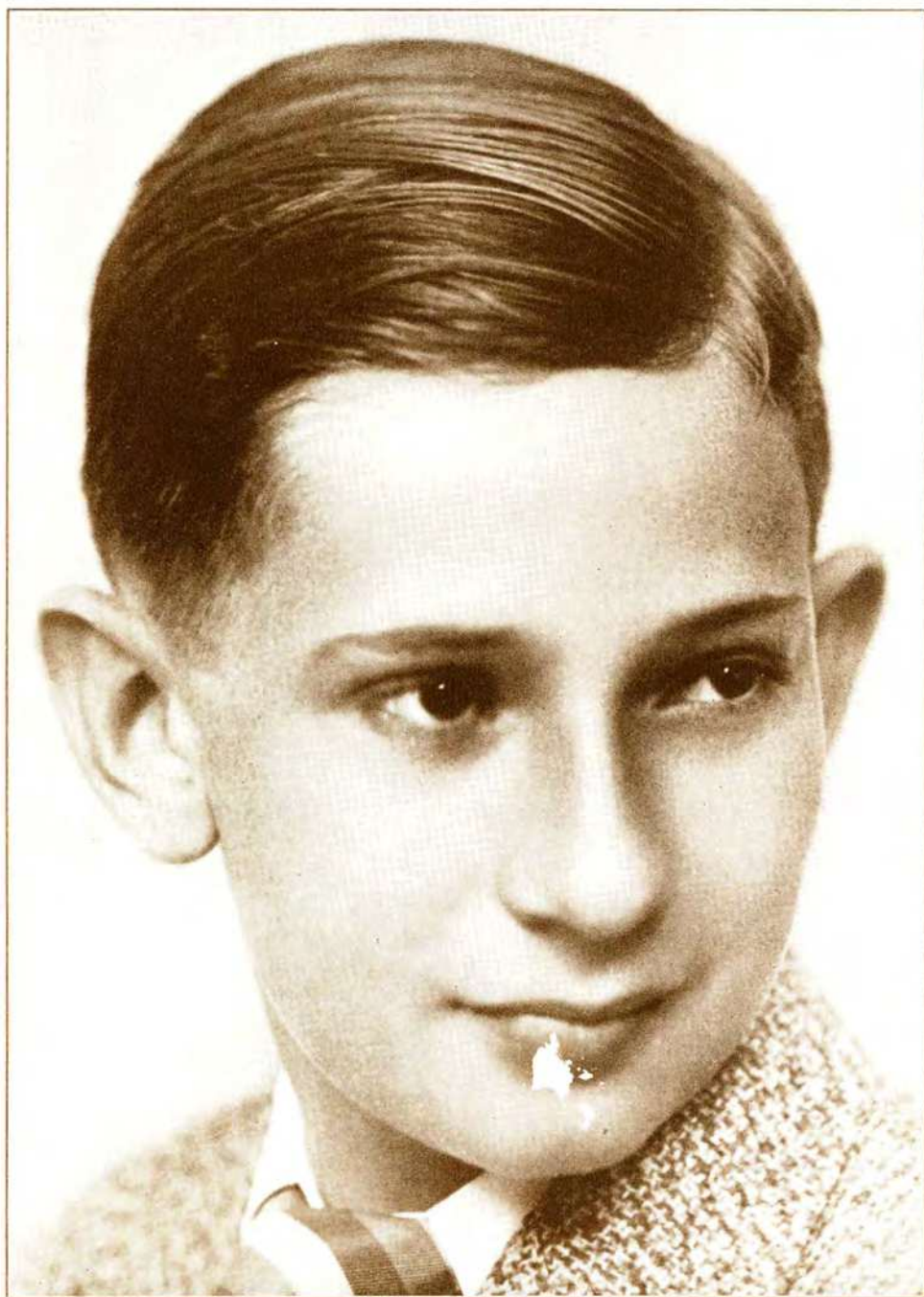
OLIVE WEST



JUANITA TENNYSON



JESS NORMAN



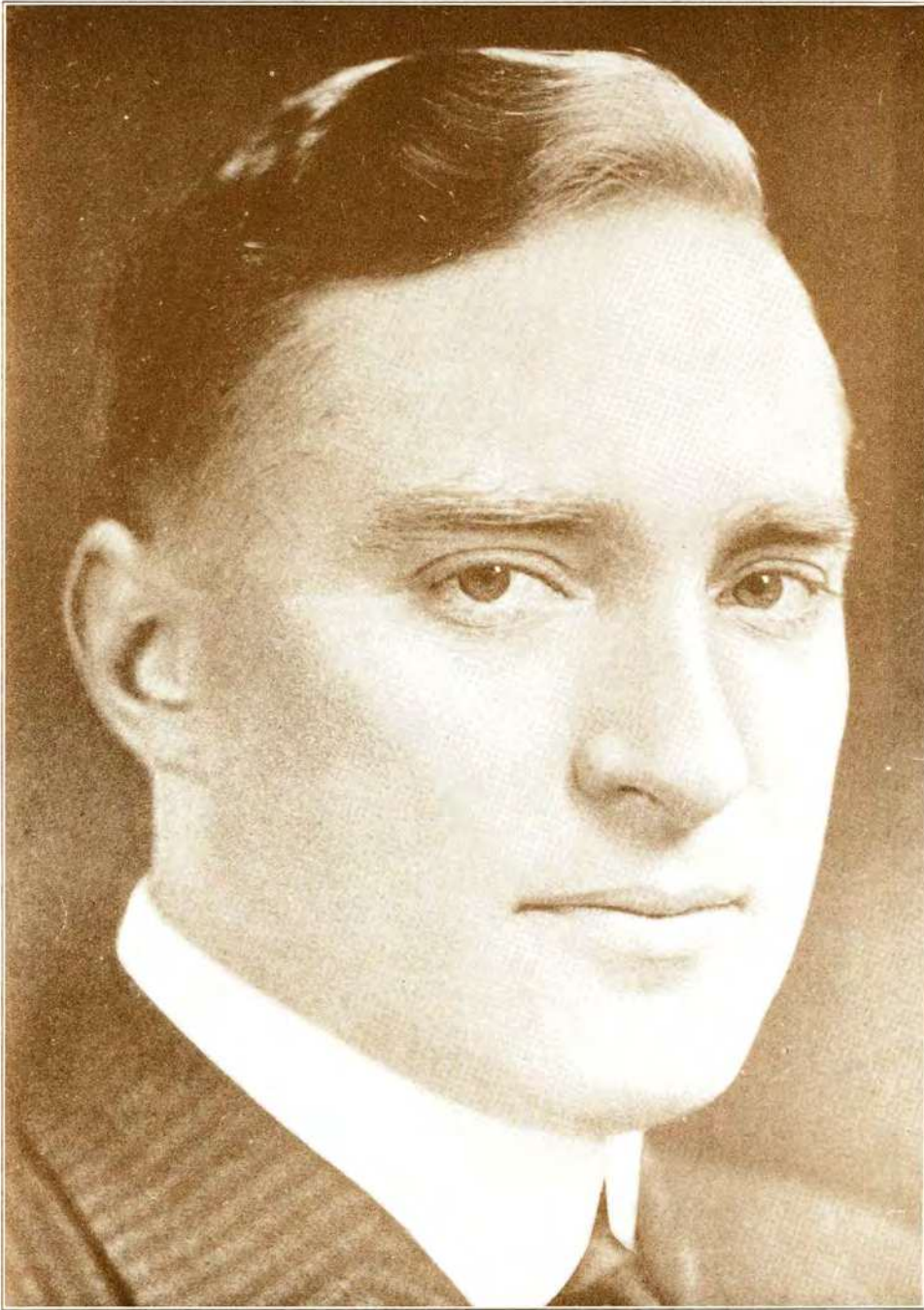
BILLY PAGE



ROBERT OLSEN



EILEEN PIGGOTT (*Ma Smithers*)



LEE S. ROBERTS



RAJPUT

"GANESH"

گنیش

IN INDIA, the elephant is sacred to an ancient religious order, worshipers of the Hindu god Ganesh, the god of Knowledge.

Ganesh is represented as being an elephant, and for over 2,000 years, the followers of Ganesh have carved out elephants in stone, in wood, in ivory, and they also make them from a green jade-like substance found in the quarries near their settlement. Only worshippers are permitted within the boundaries of the shrine, which is located in the heart of a leafy forest in Eastern India.

The outer walls of the big temple of the Hindu god Ganesh, the God of Good Luck, are decorated with stone elephants. In the middle of the shrine within the temple, the god himself is represented by an elephant. The devout worshipers of the sect insist that over twenty centuries ago when their ancestors faced fire, famine, and flood, the elephants were the only animals that did not desert them but carried them to safety. Since that time, Hindu tradition has associated the elephant with good luck.

Devout Hindus place a great deal of faith in the ownership of an elephant charm. They are worn as messengers of good luck. They are supposed to protect the wearer from unhappiness and ill health. I would not attempt to either support or deny these beliefs, but, whether it is due to coincidence or power, I must admit that many of my friends, who carry these little elephants on their persons, tell me they have had success in business, in health, and even in love.

Hindu troops, in the campaigns in France and in Mesopotamia during the World War marched hopefully to the firing line because each soldier carried with him one of these little elephants.

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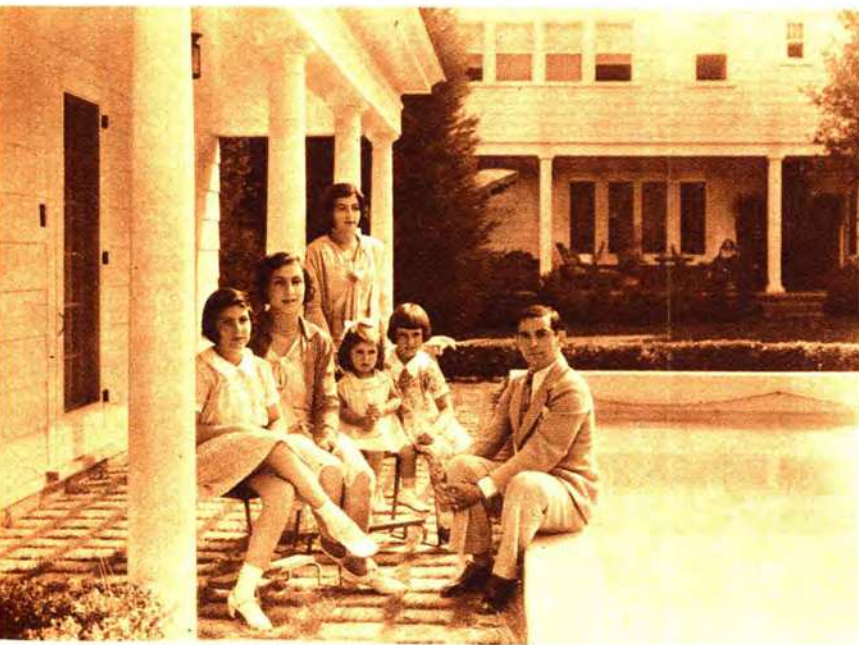
Knowledge

نسیب

Nasib

Compliments of
STRASSKA LABORATORIES
Los Angeles, California

Manufacturers of
DOCTOR JOHANN STRASSKA TOOTH PASTE
NOW MADE IN AMERICA
FOR SALE AT ALL DRUG AND DEPARTMENT STORES



EDDIE CANTOR AND HIS FIVE CHILDREN, at their home in Beverly Hills, California. The famous comedian of the stage and screen has more recently gained wide popularity as a radio entertainer. His latest screen production is Palmy Days.

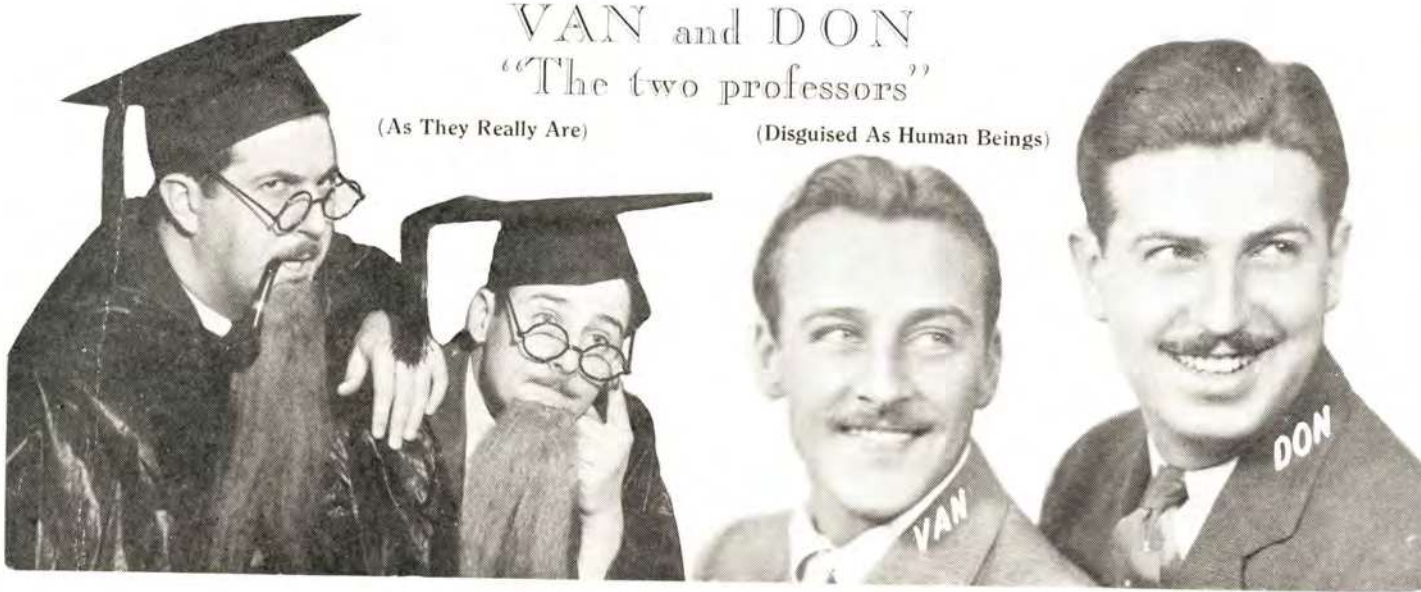


EFFIE WATTS OF THOMPkins CORNERS, U. S. A. Miss Watts is one of the characters of the N. B. C. weekly broadcasts, "Real Folks", and in real life is Phoebe Mackay, well known radio actress.

VAN and DON
"The two professors"

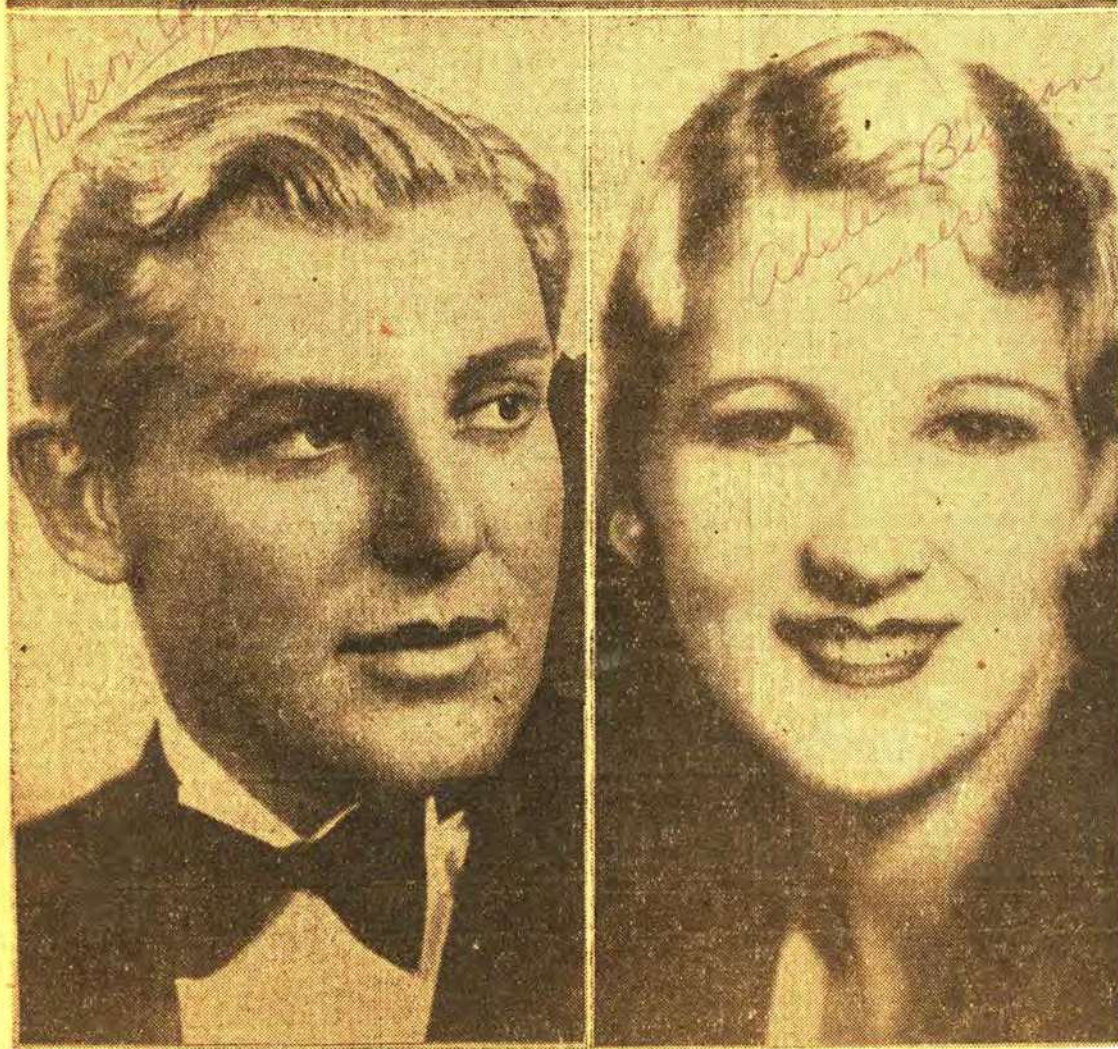
(As They Really Are)

(Disguised As Human Beings)



John McCormack will sing during the "Twilight Hour," Sunday at 2:30 p. m. He will sing simple songs well-known to the American public.

While the Count Goes On



Alice Brady, famous actress, to enact roles in Sea Story series



failed to meet the same



HAROLD DANA, NBC

43.8 Meters KYA Prospect 3456
230 Kcs. 1000 Watts
ac. Broadcast. Corp., San Francisco
4:45 A.M.—Watch Tower program
—Charlie Glenn, Songs of Yesterday
5:30—Dance Melodies (records)
5:45—Revue (records)
7—Hitunes of song and dance
9:30—Salon Music
9:45—Old St. Mary's Church
2 noon—Popular recordings
2:15—The Harmonizers (trio)
2:45—Nell Callahan, pianist
—Marina Trio
3:30—Popular recordings
—Organ Melodies
3:30—Concert Memories
—NBC, Catholic Hour
—Symphony Selections
4:45—Monologues, Grave & Gay
—Celebrity recordings
5:15—Popular records
5:30—Memories of great masters of music
—Revue (records)
5:30—Concert Memories
5:30—Close Harmony
4:45—"The Songs Our Mother's Sang"
—Church services
—Stanislaus Bem orchestra
7 to 11 P.M.—Witt Gunzenborfer's Musical Jesters

40.7 Meters KLX Lake. 6000
80 Kcs. 500 Watts
Tribune Pub. Co., Oakland, Calif.
2 noon—Recorded program
2:30—John Wharry Lewis' quintet and Paul Gelvin, tenor
3:30—Classic recordings
3:30—Jean Ardath, pianist; Albert Gross, tenor; Delphine Murphy, contralto; Helen Benson, banjoist
3:30—Recorded program
—Charles T. Besserer, organist
—Mixed quartet under the direction of M. Jay Goodman, tenor
3:30—KLX Trio
3:30—Ethel Rhinard and Cora Scott and the Three Cocoanuts
—Eight o'Clock Players
—Anthony Kambish, baritone; Helen Parmelee, pianist
3:30—Jack Delaney's novelty trio
9 to 11—Dance program

80.2 Meters KJBS Ord. 4148-49
070 Kcs. 100 Watts
Brunton & Sons, San Francisco
A.M.—Popular records
—Assoc. Food Stores' program
3:30—Recordings
5—Sunshine Half-hour
6:30—Recorded music
1—Selix program
1:30—Steinberg program
2 noon—Hamburgers' Half-hour
2:30—Easy Musicale
2:45—Popular program
—The Corner Drug Store
3:30—College tunes
—Frank Galvin and Jerry Herst, the Joy Boys
3:30—Modart tunes
4:45—Popular song composers
—Philco Symphony
3:30—Reminiscences of Victor Her-



VINCENT SOREY
CBS—ORCHESTRAL DIRECTOR

322.4 Meters KFWI Franklin 0200
930 Kcs. 500 Watts
Radio Entertainments, San Francisco
2:30 P.M.—Nadine Chriss, pianist
2:45—Hui Nalu Hawaiian trio
3—Myrtle Segal, soprano, and Carol Brownstone, pianist
3:30—Concert program
4:30—Joan Ray, contralto, and Jane Sargent Sands, pianist, in joint recital
5—Alburtus
5:15—Studio feature
5:30—Selix Co. program
6—Silent period
8—Service from Fifth Church of Christ, Scientist
9—Sign off

322.4 Meters KROW Glenc. 6774
930 Kcs. 1000 Watts
Educa. Broad. Corp., Oakland, Calif.
8 A.M.—Morning devotions
8:05—Recordings
9—Wade Forrester's variety program
10—Watch Tower program; music; lecture by Judge Rutherford
10:45—Leon Sieff, violinist
11—Star Outfitting program
12 noon—"Happy Eyes" program
12:15—Organ Moods, Vivian Moore
12:30 P.M.—King, Queen, Jack and Jill
1—Watch Tower program
2—Father and Son program; Geo. Danforth, Sr., baritone; Geo. Danforth, Jr., violinist.
2:30—Silent period
6—Watch Tower program
7—"The International Reporter," fourth episode
7:30—Recordings
7:50—Silent period
9—Italian Watch Tower program
10—Recordings
11—Sign off

535.4 Meters KTAB Garfield 470
560 Kcs. 1000 Wa
Assoc. Broadcasters, Oakland, Cal
8:30 A.M.—Popular recordings
9:30—Classical recordings
10—10th Ave. Baptist Church
11—Church services
12:30—Chapel of chimes organ
1—Church of Latter Day Saints
1:30—Musical program
2—Football from Kezar Stadium
5—Chapel or chimes organ
6—Recordings
6:30—Jean Wakefield and her M chief Makers
7—Recorded program
7:30—Church services from 10 Ave. Baptist Church
9:30—"Moment Musicale"
10:30 to 11 P.M.—Popular recordings.

296.6 Meters KQW Columbia 7
1010 Kcs. 500 Wa
Pac. Agric. Foundation, Ltd., San Jo
8 to 9 A.M.—Kobar Solves Your Problems
10:15—Sunday School Lessons, Fr J. Hart
11—First Baptist Church, Rev. P. H. Ralstin
12:30 P.M.—Silent period
7:30 to 9:30—Evening service, First Baptist Church

218.8 Meters KRE Ashberry 77
1370 Kcs. 100 W
First Congrega. Church, Berkeley, C
9 a.m.—Melodies of the Day
9:30—Intimate half hour with your favorite artist
10:50—Services of the First Congregational Church
12:15—Chapel of the Chimes organ
1—Silent period
3:30—Chapel of the Chimes organ
4—Popular program
5—Chapel of the Chimes Organ
6—Silent period
7:15—Chapel of the Chimes Organ
7:35—First Congregational Church
9—Chapel of the Chimes Organ
9:45 p.m.—Sign off

249.9 Meters KWG Phone: 5
1200 Kcs. 100 W
Portable Wireless Tele., Stockton, C
8 A.M.—CBS, Julia Mahoney
8:15—CBS, Edna Thomas
8:30—CBS, Voice of St. Louis
9—Home Sweet Home concert
11:30—Vasca De Gama program
12 noon—N. Y. Philharmonic concert
1:30—CBS, Pres. Hoover program
3—CBS, Chicago Knights
3:30—CBS, Hook, Line and Sink
3:45—CBS, Brooks and Ross
4—CBS, Dr. Julius Klein
4:15—CBS, Swiss Yodelers
4:30—CBS, Fray & Braggiotti
4:45—CBS, The Buccaneers
5—CBS, Devils, Drugs and Doctors
5:15—CBS, Esther Cad-Kin
5:45—Wahdemna Chorus
6—Rabbi Magnin
6:30—CBS, Harold F. Ritchie
7—CBS, Gauchos
7:15—Program to be announced



The Chesterfield soloist
ALEX GRAY
Romantic Baritone



John Anthony in CBS Sea Stories