

ARTHUR TRACY TO SING FROM BLIMP FLYING OVER MANHATTAN

NOTABLES ON THIS WEEK'S RADIO PROGRAMS

Monticello Restoration Fete Slated

Discuss Army's Football Chances on Wednesday

Monday

Tuesday

Wednesday

Thursday

Friday

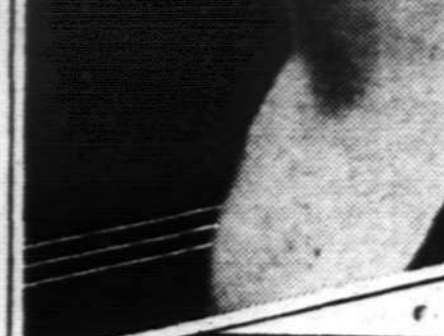
Saturday

Sunday

Monday

Tuesday

Wednesday



Gerladine Farrar, soprano, at top, NBC-WEAF, Sunday at 5:30 E. S. T. Below, right, the Rev. S. Parkes Cadman, NBC-WEAF, Sunday at 4 E. S. T. Left, Nat Brusiloff, conductor, CBS, Wednesday at 2 E. S. T.

Berna and Vera Deane, harmony sisters, at left, CBS, Thursday at 11:30 E. S. T. Right, Princess Ivanova Obolensky, of the late Russian Imperial Court, NBC-WJZ, Monday at 7:45 E. S. T. and Thursday at 10:45 E. S. T.

Mildred Johnson, contralto, at top, CBS, Tuesday at 10:30 a. m. E. S. T. Below, left, Casey James, aviator, CBS, Friday at 9:45 E. S. T. Right, President Hoover, NBC-WJZ, Monday at 9:30 a. m. C. S. T.

Rumba on the Tube. "As Time Goes By." "Sing Something Simple." and many more popular tunes, will be sung by Edwin C. Hill, "The Man in the Front Row," heard over the Columbia network at 10 o'clock. Mr. Hupfeld, singing and accompanying himself in his compositions, will present numbers heard for the first time.

George Jessel, stage and screen comedian, appears as guest artist of Nat Brusiloff and his Chocolaters from WJZ at 8 o'clock.

Howard Barlow and his augmented orchestra over the Columbia stations, offer an all-Dvorak concert, beginning with selections from the "New York Symphony," heard at 10:45.

Jack Denney arrives from WJZ at 11:30 to conclude the evening with a half-hour dance program, offering contrast to the day's presentations.

Football! The cry of the season. And so along comes Ted Husing over the Columbia network, announcing the Yale-Army game from New Haven, beginning at 1 o'clock this afternoon.

Paul White man brings 45 minutes of dance music from WJZ at 12:15, thus ending a week of outstanding events on the air.

Never Too Late to Mend. A play originally performed at the Royal Marylebone Theatre in London in 1859 and then considered one of the most colorful of all current melodramas, has been adapted for radio production by Hank Simmons' Show Boat Dramatic Company over the Columbia network at 10 o'clock.

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Superpower May Give Way To Synchronized Systems

Washington—Superpower and synchronization, two big words indicating latest developments in the broadcasting field, will soon be battling for supremacy. The air with chances of final victory in favor of synchronization. This seems to be the feeling among radio engineers and observers here, who see the Federal Radio Commission struggling with the problem whether to grant more power to existing high-powered stations and so incur the enmity of the low-powered local stations, or to hold things up until the forthcoming International Radio Conference will permit a reallocation of wave lengths.

BRITISH TARIFF TALK DISTURBING FRENCH DEALERS

Paris, Oct. 17.—(AP)—The possibility, that England, France's best customer, may impose a general tariff and ban luxury articles is worrying the French business world, already hard hit by the general economic crisis.

HARPIST TO TRAVEL OVER 1,000 MILES

Council Bluffs, Ia., Oct. 17.—(UP)—Marguerite V. Lee, 18, will travel more than 1,000 miles every two weeks to take a lesson on the harp.

HOOVER DAM RAILROAD UNDER CONSTRUCTION

Las Vegas, Nev., Oct. 17.—(UP)—Work was progressing today as rails were being laid on the third big railroad building contract of the Hoover Dam project—the 14 1/2-mile road from Hemingway, Wash., to the gravel pit where Six Companies Inc. will get the gravel with which to build the dam.

OUTSTANDING BITS ON TODAY'S RADIO PROGRAM

9:30 A.M. Mary Eaton, violinist, is our first treasure today, arriving over WGY, with a program including "In an Irish Jaunting Car," "Air for the G String," "Last Dream of the Virgin" and "Sun Dance."

10:30 A.M. Quiet Harmonies from WABC being Emery Deutch conducting the orchestra in the following presentations: Tchaikovsky's "June," Chopin's "Waltz, Opus 69, No. 3," MacDowell's "Poet's Dream" and Shuman's "Why."

11:15 A.M. The Lady from Louisiana, otherwise Miss Edna Thomas, comes to us from WOKC and many stations of the Columbia network in a program of songs presented in her own inimitable style, including "Go Down Moses," "Nobody Knows de Trouble I've Seen," "Put Your Honey Lovin' Mind on Me" and "Grumbly'n' People."

VETERAN SUES U.S. FOR WINE HE HAD TO TAKE

Johnson City, Tenn., Oct. 17.—(UP)—Liquor, the bonded kind that is aged and carries fancy labels, is the basis of a suit against the government by a sick war veteran.

GOVERNOR HAS ADVISOR

Boston.—(UP)—Governor Joseph B. Ely has an official radio advisor, George A. Harder, who will direct all of the governor's broadcasts with the executive chamber at the State House.

MORE FOR NBC

The total number of stations affiliated with NBC has been increased to 82 with the recent addition of WIS, Columbia, S. C., and WWCN, Asheville, N. C.

FRIDAY NIGHTS 'THEATRE OF THE AIR'

Imagine, a program sponsored by people who have at their command an array of talent that could defy duplication. What do they give you instead? Football coaches—widows of famed people (whom we revere, but nevertheless who have no place on the air)—insignificant vaudeville teams who probably arrived in New York a bit previous to the program, are out of work and glad to do a trick or two for small change.

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Radio Shows Improvement In Daytime

Calibre of Programs Is Better—NBC Leads Recent Reform

New York, Oct. 17.—Maybe you haven't been listening—since the overdose of culinary chatter, household hints, kiddie care and inspirational arguments have been pretty hard to take—but daytime radio is greatly improved.

Today's Programs

Studio notes: Leopold Stokowski bustling in and out from Philadelphia, is excited over the new equipment that has been installed for the CBS networking of the Philadelphia Orchestra.

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As I Hear It

THE Stebbins Boys—undoubtedly one of NBC's greatest failures! They have certainly been consistently terrible in the past few weeks. Understand—it's not possible for anything to be consistently good, but it isn't proper for it to be consistently not good—and besides continue to rate a network.

By far was the former Uncle Abe and David team superior. The paternal wisdom of Abe in contrast to the silly, doddering old fool characterization of Arthur Allen (mighty clever, too!) was an event worth a turn of the dial. Today? Who wants to hear about Hobbie Stevens, the widow Hoppendale, and Mellissey, the horse, night after night, and the same telephone ringing with the same sort of conversations?

Remember the "helokey" and "commence the conversation" phrases of the former series? Just a couple of little impressive bits that aroused attention and, for that matter, became popular greetings. What could you get out of the present programs? Nothing! That means they're not even impressive. Come on—let's get busy on some new material, or else—

LISTEN to this: "The reason why all the boys fall for me is because I have such a girlish walk." And that, ladies and gentlemen, is part of a speech given air space, and sent out in a boisterous, uncultured-sounding voice! All that and more (curses!) came to me from WOKC in an electrical transcription program at 9:30 last Tuesday and supposedly entitled "a beauty and health talk" (or words to that effect) by Edna Wallace Hopper.

In loud and rasping tones she proceeds to go on in ecstasies about "I do the most sensational acrobatics you ever heard of!" What I'm curious about is: Would WOKC lose its air privileges if it were to refuse using such a ridiculous program? Certainly it must be some drastic reason that forces them to permit it. No one can enjoy a tawdry tone, boasting and harsh shouting—no one!

DEN BERNIE'S scintillating humor contributed this bit one day last week: "And now, ladies and gentlemen, this number will be presented for the first time on the 'radio'—ha, ha, ha.—go on, laugh you Republican!" Not bad, eh?

IT'S mighty good to know that someone can take criticism. James Cornell has made most apparent efforts to put life and expression into his announcing. And succeeded!

HERE'S a glimpse of Eddie Cantor: When it comes to broadcasting Eddie gets right down to business. He slips out of his coat, takes off his necktie, clears his throat and awaits his cue. He sidles to the microphone, holding the manuscript in his left hand. When he goes on the air he seems to be barely speaking, but when he sings he rolls those Cantor eyes at the ceiling, gesturing with his arms, and weaves from side to side on the emphatic notes.

Between numbers you can't repress him. He nearly upsets the composure of the orchestra, announcer and production men. At his cue—he's all attention. When it's all over Cantor shakes hands with Rubinoff, thanks Jimmie Wellington, the announcer, and beams with pleasure upon whoever steps up to congratulate him.

"Dinner is served in the dining room," Eddie roared out to startle visitors during a pause in the Sunday night hour. The Broadway comedian had learned that a "dead spot" of about ten seconds follows the ringing of NBC chimes, signaling network stations to make local station announcements. During that period the studio is off the air and Cantor takes advantage of it to make unexpected remarks as "Ah, lunch is served!" and "Mama, I want some candy!"

DOC PEYTON'S arrangement of "Tiger Rag" on his late Wednesday night broadcast assured the writer that he has not topped from his throne. I've heard that number played at least 50 times by that many orchestras, but never—yes, I said never—as Doc and his boys played it.

Oh, and notice how Nelson Freesley has stepped right out with style, rhythm and plenty of personality? One tiny little suggestion, Doc: Your music can't be improved upon—your arrangements are superior to last season's (and I thought then you needed no more advancement in that line!)—just play a bit lower (especially on the saxophones) when your vocalists do a chorus. Will you? I'll be listening!

And then do me another favor: Don't ever leave us!

FRIDAY night's "Theatre of the Air" is another present day failure! Imagine, a program sponsored by people who have at their command an array of talent that could defy duplication. What do they give you instead? Football coaches—widows of famed people (whom we revere, but nevertheless who have no place on the air)—insignificant vaudeville teams who probably arrived in New York a bit previous to the program, are out of work and glad to do a trick or two for small change.

A program is put on the air for

STROMBERG CARLSON RADIO AUTHORIZED DEALERS "There Is Nothing Finer Than a Stromberg Carlson" ALBANY, N. Y. BOARDMAN & GRAY 117 State Street CHAMPAGNE'S 35 South Pearl Street STRAND TEMPLE OF MUSIC 121 North Pearl Street ALWAYS A COMPLETE STOCK ON HAND