

# TODAY ON THE RADIO

WEDNESDAY, MARCH 30, 1932.

## OUTSTANDING EVENTS ON ALL STATIONS.

- 12:35-12:55 P. M.—“Anti-Hoarding Campaign—Today and Yesterday.” Herbert Straus and Kenneth Collins. Vice Presidents R. H. Macy & Co.—WOR.
- 1:05-1:20 P. M.—Newark Athletic Club Luncheon: “Banking Situation in New Jersey.” Spencer March. Vice President National Newark and Essex Banking Company—WOR.
- 1:15-2:00 P. M.—Advertising Club Luncheon: “The Philosophy of Advertising as Seen by an Outsider.” Dr. Richard A. von Kuhlman. Former German Ambassador to Turkey—WEAF. WTIC (1,060 Kc.). WMCA (WOR at 1:20).
- 3:15-3:30 P. M.—“A Polar Miracle.” Anthony Fiala. Explorer—WJZ.
- 4:00-5:00 P. M.—United States Navy Band—WABC. WPG (1,100 Kc.).
- 5:00-5:15 P. M.—Dartmouth College Glee Club. from Washington. D. C.—WJZ.
- 6:40-6:45 P. M.—“Unemployment.” Fannie Hurst. Author—WABC.
- 8:00-8:15 P. M.—“The Way to Reduce Taxes.” Former Representative Phil P. Campbell of Kansas—WJZ. WHAM (1,150 Kc.).
- 8:30-9:00 P. M.—Roth String Quartet: Vera Brodsky. Piano—WOR.
- 9:00-9:30 P. M.—Concert Orchestra: Grace Moore. Soprano: Revelers Quartet—WEAF. WGY (790 Kc.). WTIC (1,060 Kc.).
- 10:00-10:30 P. M.—Elizabeth Daingerfield. Owner of Haylands Kentucky Stable. Interviewed by Grantland Rice: Haenschen's Orchestra—WEAF. WGY (790 Kc.). WTIC (1,060 Kc.).
- 10:30-11:00 P. M.—Concert Orchestra: Sonia Sharnova. Contralto: Chase Baromeo. Baritone—WEAF. WGY (790 Kc.).

### WNYC—570 Kc

- 11:00 A. M.—Police Reports: Aviation Weather
- 11:05—Marston Ensemble
- 11:15—After Effects of Scarlet Fever—Dr. May C. Schroeder
- 11:30—Marston Ensemble
- 11:40—Stolen Dogs—Sydney H. Coleman
- 11:50—Keening Well—Dr. John Oberwager
- 6:00 P. M.—Recital. Scholarship Pupils of New York
- 7:00—Lutnia Polish Orch.
- 7:30—Time: Police Alarms
- 7:35—Rhea Silberta. John Carroll. Recital
- 7:55—Hassell Musicale
- 8:15—A Fuler of Egypt—Huger Elliott
- 8:30—West Indian Orch.
- 8:50—Mata Poudin. Songs
- 9:00—Martha Kovak. Violin
- 9:30—Fredman's Orch.

### WMCA—570 Kc

- 8:00 A. M.—Phantom Organ
- 8:15—Poets' Corner
- 8:30—Song Recital
- 8:40—Talk—Betty Crocker
- 8:45—The Golden Bird
- 9:00—Beauty Talk
- 9:15—Food Talk
- 9:30—Modern Living. Talk
- 10:00—Gym Class
- 10:15—Educational Talk—Prof. F. S. Freed
- 10:30—French—Prof. La Verne
- 10:45—Betty Crocker—Talk
- 10:50—James McGarrigle. Songs
- 12:00—Midday Message—Dr. Christian F. Feisner
- 12:15 P. M.—The Jolly Friar
- 12:30—Stock Quotations
- 1:00—Bernie Dolan. Rae Fox. Songs
- 1:15—Same as WEAF
- 2:00—Theatre Review
- 2:10—Jack Filman. Sports
- 2:15—Dance Marathon
- 2:30—Beauty Talk
- 3:00—Deems Orch.
- 3:30—French Music
- 4:00—Musical Moments
- 4:15—Max and Morris. Comedy
- 4:30—Dave Soman. Sue Miller. Songs
- 4:45—Lillian. Lilyan. Songs
- 5:00—Mixed Quartet
- 5:15—Radio Quest'ons
- 5:30—Nalda Nardi. Songs: Elmo Russ. Organ
- 5:45—Dance Music
- 10:00—Dance Marathon
- 10:15—Ted Riche. Violin: Elmo Russ. Organ
- 10:30—Three Little Funsters
- 10:45—Lane Orch.
- 11:00—Oakland's Orch.
- 11:30—Katz Orch.
- 12:00—Theatre Review
- 12:05 A. M.—Bernie Orch.
- 12:20—Romies of Radio
- 12:35—Eton Boys: Ray Block
- 1:05—Dance Marathon
- 1:35—Paris Orch.
- 2:05—Nalda Nardi. Contralto: Elmo Russ. Organ

### WEAF—560 Kc

- 6:45 A. M.—Exercises
- 8:00—Gene and Glenn
- 8:15—Morning Devotions
- 8:30—Cheerio: Inspirational Talk and Music
- 9:00—Morning Glee Club
- 9:15—Health Talk—Dr. Royal S. Copeland
- 9:30—E. H. Smith. Poetry
- 9:45—Our Daily Food—Colonel Goodbody. Judge Gordon: Male Quartet
- 10:00—Sisters of the Skillet
- 10:15—Food Talk: Adia Kuznetzoff and Zinaida Nicolina. Songs
- 10:30—Talk—Elizabeth May: Vee Lawnhurst. Piano
- 10:45—Cooking Talk
- 11:00—Keeping Up With Daughter—Sketch
- 11:15—Household Institute
- 11:30—Marionettes Band
- 12:00—Clara S. Littledale Sneaker: Grace Ellis. Hostess: Theodore Webb. Baritone: Eddie Dunham. Organ
- 12:15 P. M.—The Real George Washington—Charles Colfax Long
- 12:30—Black and Gold Oren
- 12:45—Thought for the Day
- 1:00—Market Reports
- 1:15—Advertising Club Luncheon: The Philosophy of Advertising as Seen by an Outsider—Dr. Richard A. von Kuhlman. Former German Ambassador to Turkey
- 2:00—Carolyn Gray. Piano
- 2:15—Concert Orch.: Carol Deis. Ivy Scott. Sopranos; Celia Branz. Contralto: Fred Hufsmith. Tenor: Donald Beltz. Baritone
- 2:45—Viennese Ensemble: Hazel McGinley. Contralto
- 3:00—With a Senator's Wife in Washington—Mrs. Frances Parkinson Keyes
- 3:30—Woman's Review: The Spring Wardrobe—Ethel H. Little: April Bridal Shower—Sarah Jordan
- 4:00—Pilgrims Chorus
- 4:30—Lady Next Door
- 4:45—Talk—Frances Bowdon
- 5:00—Iris and Peonies—Richardson Wright
- 5:15—Skippy Sketch
- 5:30—King Orchestra

- 5:45—Florence Wightman. Harp
- 6:00—Concert Orch.
- 6:30—Mountaineers Music
- 6:45—Talk—Merle Thorpe
- 7:00—Jacques D'Avrey. Tenor
- 7:15—Robert Simmons. Tenor: Lanin's Orch.
- 7:30—Alice Joy. Contralto: Van Loan Orch.
- 7:45—The Goldbergs—Sketch
- 8:00—Big Time—Sketch
- 8:30—The Old Counselor: Concert Orch.
- 9:00—Concert Orch.: Grace Moore. Soprano: Revelers Quartet
- 9:30—Concert Orch.: Gladys Pice. Soprano: Lewis James. Tenor
- 10:00—Elizabeth Daingerfield. Owner of Haylands Kentucky Stable. Interviewed by Grantland Rice: Haenschen's Orch.
- 10:30—Concert Orch.: Sonia Sharnova. Contralto: Chase Baromeo. Baritone
- 11:00—Nellie Revell. Interview With Theodore Webb
- 11:15—Jesse Crawford. Organ
- 11:30—Russ Columbo. Songs
- 12:00—Ralph Kirbery. Songs
- 12:05 A. M.—Rogers Orch.
- 12:30—Agnaw Orch.

### WOR—710 Kc

- 6:45 A. M.—Gym Classes
- 8:00—Captain Jack and Barnacle Bill
- 8:30—Martha Manning—Talk
- 8:45—Musical Novelties
- 9:00—Miss Kathrine 'n' Calliope
- 9:30—Keene's Orch.
- 9:45—Shopping Talk
- 10:00—Pure Food Hour
- 11:00—Beauty Talk
- 11:15—Pauline Haggard. Piano
- 11:30—The Artistic Expression of Religion—Prof. John Shapley. University of Chicago
- 11:45—Personality Talk—Marie Hale
- 12:00—Music: Talks
- 12:30 P. M.—Garden Talk
- 12:35—Today and Yesterday—Herbert Straus and Kenneth Collins
- 12:55—Talk: Music
- 1:05—Newark Athletic Club Luncheon: Banking Situation in New Jersey—Spencer March. Vice President. National Newark and Essex Banking Company
- 1:20—Same as WEAF
- 2:00—Garden Talk
- 2:15—Helen Janke. Soprano
- 2:30—Spanish Lessons—Professor Maximo Iturralde
- 2:45—Mary Windsor. Songs
- 3:00—Organ Recital
- 3:30—Ariel Ensemble
- 4:00—Civic Program
- 4:45—Mary Brighton. Songs
- 4:55—Program Resume
- 5:00—Palmtree Chats—Helen Hancock
- 5:05—Breeding: Rabbits—Marion A. May
- 5:10—Talk—Betty Crocker
- 5:15—Stanley Brain. Organ
- 5:30—Woodworth Orch.
- 6:00—Uncle Don
- 6:20—Sports Chat
- 6:45—Jack and Jean. Songs
- 7:00—Frances Langford. Songs
- 7:15—Lopez Orch.
- 7:30—Contract Bridge—George Reith
- 7:45—Dog Chat
- 8:00—Chandu the Magician
- 8:15—Berger's Orch.
- 8:30—Roth String Quartet: Vera Brodsky. Piano
- 9:00—Deep River Orch.
- 9:30—Macy and Smalle. Songs
- 9:45—Love Letters in the Air
- 10:00—Elmer and Waiter. Songs
- 10:15—Red Lacquer and Jade
- 10:45—Florence Case, Songs
- 11:00—Cutler Orch.
- 11:30—Moonbeams

### WJZ—760 Kc

- 7:30 A. M.—Song for Today: Lowell Patton. Organ: Gloria La Vey. Contralto: Fenwick Newell. Tenor
- 7:45—Jolly Bill and Jane
- 8:00—Landt Trio, Songs
- 8:15—Phil Cook. Songs
- 8:30—String Ensemble
- 8:45—John Fogarty. Tenor
- 9:00—String Ensemble
- 9:15—Muriel Pollock. Vee Lawnhurst. Piano Duo
- 9:30—Chuck. Ray and Gene. Songs: Irma Glen. Organ
- 9:45—Negro Sketch
- 10:00—Beauty—Beatrice Mable
- 10:15—Clara. Lu and Em
- 10:30—Our Daily Food
- 10:45—Mothers' Program—Speakers: Mrs. Sidney Booth. Alfred S. Cook
- 11:00—School of Cookery—Mrs. A. M. Goudiss
- 11:15—Singing Strings
- 11:30—Dance Orch.: Ray Heatherton. Songs
- 11:45—Beauty—Ruth Jordan; John L. Fogarty. Tenor
- 12:00—Merrle Men Quartet
- 12:15 P. M.—Pat Barnes—Dramatic Sketch; Larry Larsen, Organ

- 12:30—National Farm and Home Hour: Summer Storage of Cured Meats—K. F. Warner: Protein and Oil Tests in Modern Wheat and Flax Marketing—Nils A. Olsen
- 1:30—Pedro's Orch.
- 2:00—Dave Porter. Songs
- 2:15—Weather Reports
- 2:20—Stokes Orch.
- 2:30—Fashions—Molly Gibbons
- 2:45—Smackouts—Sketch
- 3:00—Irma Glen. Organ
- 3:15—A Polar Miracle—Anthony Fiala. Explorer
- 3:30—Hello Marie—Skit
- 3:45—Stokes Orch.
- 4:00—Concert Orch.: Mixed Chorus
- 4:30—Woodwind Octet
- 5:00—Dartmouth College Glee Club. From Washington. D. C.
- 5:15—Lolita Gainsborg. Piano: Godfrey Ludlow. Violin
- 5:30—The Singing Lady
- 5:45—Little Orphan Annie
- 6:00—Music Treasure Box—Pierre Key. Narrator
- 6:15—William Wirges. Joe Kahn. Piano Duo: John Call. Guitar: Curt Peterson. Baritone
- 6:30—Artz Orch: Ward Wilson. Impersonator
- 6:45—Topics in Brief—Lowell Thomas
- 7:00—Amos 'n' Andy
- 7:15—Elsie Janis. Songs
- 7:30—Stebbins Boys—Sketch
- 7:45—Billy Jones and Ernie Hare. Songs
- 8:00—The Way to Reduce Taxes—Former Representative Phil P. Campbell. of Kansas
- 8:15—Stokes's Orch: Trio
- 8:30—Melody Moments. Pasternack's Orch.: Oliver Smith. Tenor
- 9:00—Adventures of Sherlock Holmes—Sketch
- 9:30—Dance Orch.: Male Quartet
- 9:45—Nolan Orch.
- 10:00—Concert Orch.
- 10:15—Tune Detective—Sigmund Spaeth
- 10:30—Frank Luther, Tenor: Rodemich's Orch.
- 10:45—Pickers Sisters. Songs
- 11:00—Slumber Music
- 11:30—Studio Ensemble
- 11:35—Jane Froman. Songs
- 11:45—Lew White. Organ
- 12:00—Calloway Orch.
- 12:50 A. M.—Kyt's Orch.

### WABC—860 Kc

- 7:30 A. M.—Organ Revellie
- 8:00—Salon Musicale
- 8:20—La Monica. Organ
- 8:45—Rhymes and Songs
- 9:00—Jack Little. Songs
- 9:15—Sorey's Orch.
- 9:30—Tony's Scrap Book
- 9:45—Elizabeth Barthell. Songs: Berren's Orch.
- 10:00—Novelty Trio
- 10:15—Melody Parade
- 10:45—Four Clubmen Quartet
- 11:00—Beauty—Nell Vinick
- 11:15—Mystery Chef
- 11:30—Cooking School—Ida Bailey Allen
- 11:45—Peggy Keenan. Sandra Phillips. Piano Duo
- 12:00—Tremaine Orch.
- 12:30 P. M.—Singing Chef
- 12:45—Deutsch Orch.
- 1:00—Hall Orch.
- 1:30—Vecsey's Orch.
- 2:00—Aunt Jemima. Songs
- 2:15—Salon Orch.
- 3:00—Dance Orch.
- 3:15—Ann Leaf. Organ: Ben Alley. Tenor: Talk—Dorothy Chase
- 3:30—Arthur Jarrett. Songs
- 3:45—Eton Boys Quartet
- 4:00—U. S. Navy Band
- 5:00—Kathryn Parsons. Songs
- 5:15—Bill Schudt's Going to Press: Speaker. Frank Zahner. Radio Editor. Newark Ledger.
- 5:30—Brad Browne and Al Llewelyn. Songs
- 5:45—Lone Wolf Tribe
- 6:00—Connie Beswell. Songs
- 6:15—Stern Orch
- 6:40—Unemployment Talk; Fannie Hurst. Author.
- 6:45—Bing Crosby. Songs
- 7:00—Myrt and Marge
- 7:15—Voorhee's Orch.: Lanny Ross. Tenor
- 7:30—Easy Aces—Sketch
- 7:45—Morton Downey. Tenor: Renard's Orch.
- 8:00—Interview With Marcia Davenport: Barbara Maurel. Contralto: Quartet: Ventree's Orch.
- 8:15—Singin' Sam
- 8:30—Kate Smith. Songs
- 8:45—Gloom Chasers—Colonel Stoopnagle and Budd
- 9:00—Fast Freight: Quartet and Organ
- 9:30—Crime Club—Door With Seven Locks
- 10:00—Shilkret's Orch.: Ruth Etting. Songs
- 10:15—Adventure in Health—Dr. H. N. Bundesen
- 10:30—Brusiloff's Orch.: Welcome Lewis. Contralto
- 10:45—Street Singer
- 11:00—Symphony Orch.
- 11:30—Rudman Orch.
- 12:00—Duchin Orch.
- 12:30 A. M.—Krueger Orch.
- 1:00—Pancho Orch.
- 1:15—Hopkin's Orch.