

BEHIND THE MIKE

Mary Pickford's Informal Programs May Afford Radio New Medium

BY RALPH NORMAN

CONTRAST to current stereotyped radio programs in which each of 30 to 60 minutes is jammed with jokes, celebrities, oddities, music and announcements may make Mary Pickford's "Parties at Pickfair," CBS (WFBM) at 9, one of the popular broadcasts of the year.

Beginning the inaugural broadcast last week with an announcement that no one would do much of anything, Mary and her guests did very little. Occasionally, Al Lyon's band played. That a sponsor will pay good money to air a program through 63 stations without caring whether the cast has anything to do or say may seem incredible, but that's exactly what happened.

If Miss Pickford can go away with inviting a few friends to her home, talking with them informally with the microphones on as she ordinarily would, she deserves credit for developing a new type of program. We shall listen with interest to "Parties at Pickfair," hoping as weeks pass that they won't turn into "celebrity parades" like several others now aired regularly. Good at first, this type of program easily may be over-worked.

BECAUSE elementary schools are closed this afternoon, a patriotic program planned by George Washington School, No. 55, over WFBM at 5:15, has been postponed until next Tuesday. In its place, W. E. Fleming, United States customs collector, is to talk on the work of his department. The program is one of a series of School Sketches broadcasts, sponsored by the department of publications of Indianapolis schools.

TIMID Tenor Kenny Baker inserted an ad in a theoretical magazine, had a marked copy sent to Jack Benny. It read, "Be sure to listen in on my program and hear Jack Benny, the new comedy find." Lawrence Tibbett predicts that public schools soon will be teaching radio technique in music classes. . . . Bob Burns' thumb nail description of amateurs, "Some nice kids trying to make good," . . . Igor Gorin never tastes ice water, fearing injury to his vocal chords. . . . Rosalie Boudon "brought down the house" during his first public appearance; part of the roof fell, injuring several orchestra members. . . . John Charles Thomas once was an express clerk in Waynesboro, Pa. . . . Most listeners want Irish ballads and heart songs. James Melton believes. . . . Saxophonist Carmen Lombardo, held a note in "St. Louis Blues" 55 seconds, stopwatch time. . . . Douglas Fairbanks Jr. and Morton Downey like to operate the CBS Building elevator.

SOLD on radio drama is Helen Hayes, NBC-WJZ at 8:30, that she is trying to persuade her ex-newspaperman husband, Charles MacArthur, and his partner, Ben Hecht, to write an original radio play. The team now is doing stage and screen writing.

As she does all acting, Miss Hayes takes her studio drama seriously. She behaves very vividly before the microphone, changing her expressions as she reads her lines as if she were before a theater audience. But occasionally she slips out of character, looks to the control room for signals indicating if she is the right distance from the microphone or if time necessitates speeding up the performance, nods to the control man when she understands him, then slips back into the part as if her mind had not strayed to mechanical details.

SKIMMING over the network offerings—Kate Smith is back in New York from Lake Placid to face the CBS microphone at 6:30; a broadcast of "Piping the Haggis," postponed because of King George's death, will be made from the S.S. Caledonia at 6:30. NBC-WEAF (WIRE); Yale University Prof. Francis W. Coker's subject on NBC-WEAF at 6:45 is to be "Property Rights as Obstacles to Progress"; Col. Theodore Roosevelt Jr.'s guide in South America last summer is to provide the "three-minute thrill" on Philip Lord's NBC-WEAF (WIRE) program at 7; Thespians Walter O'Keefe, Alice Frost and Louis Sorin are to be heard at 8, CBS (WFBM) with Glen Gray's Casa Loma boys; Fred Waring's broad-

cast at 8:30, CBS (WFBM) will originate in Detroit where the Pennsylvanians have a theatrical engagement; Barnard College alumnae will listen at dinners to Dean Virginia Gildersleeve's address on NBC-WJZ at 9:15; radio reporter Jimmy Fidler will air more Hollywood gossip at 9:30 by NBC-WEAF; "Governmental Lobbies" is to be Rep. Frederick R. Leibhaber's subject for an NBC-WEAF address at 9:45.

Nominations Are Reported

WASHINGTON, Feb. 18.—The Senate Finance Committee today reported favorably to the Senate the nominations of Wayne C. Taylor of Illinois, to be Assistant Secretary of Treasury and Capt. Wilfred S. Alexander of Meriden, Conn., to be Federal Alcohol Administrator.

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LOCAL AND NETWORK DIALS

Abbreviations: N—National Broadcast Co.; C—Columbia Broadcasting System; M—Mutual Broadcasting Co.; Or—Orchestra.

Member stations and kilocycles of the network are:

NBC-WEAF—WEAF (760), WIRE (1100), WLB (700), WTAM (1070), WMAQ (657), and WSN (650).

NBC-WJZ—WJZ (660), WIRE (1100), WLB (700), WER (870), WLS (870), WMAQ (670), and WSN (650).

CBS-WABC—WABC (600), WFBM (1230), WOVO (1160), and WBBM (750).

When there is no listing for a station at quarter and half-hours, its preceding listed program is on the air.

TUESDAY

4—Symphonies (C) WFBM. Musical Program (N) WEAF. Continental Varieties (N) WJZ. Toy Band (M) WLW.

4:15—Tea Time Tunes. WFBM. Dumb Friends Club (C) WLW. Jack Armstrong. WLW.

4:30—Jack Armstrong (C). Dumb Friends Club (N) WIRE. Singing Ladies (N) WJZ. Forever Young (N) WLW.

4:45—Goldberg's (C) WFBM. The Orpheans (N) WJZ. WLW.

5—Early Ventrilo (C) WFBM. News Flashes. WIRE. Flying Time (N) WEAF. New (N) WJZ. Our Fashion Girl. WLW.

5:05—Southernaires (N) WJZ.

5:15—School Sketches. WFBM. News of Youth (C) WIRE. Home Sweet Home (N) WJZ. Animal Clowns (N) WJZ. Rio Burke. WLW.

5:30—Theater Web Speaker. WFBM. News (C) WEAF. WIRE. Musical Interlude. WIRE. Harry Richman. WLW.

5:35—Understanding Opera (C) WFBM at 5:45.

5:45—Lenore (C) WEAF. Walter Cassel (N) WJZ.

5:45—André Caron. WIRE. Lowell Thomas (N) WJZ. WLW.

6—Len Rader. WFBM. Myri and Marge (C). Easy Aces (N) WIRE. American Angels (N) WEAF. WLW.

6:15—E. Manie. WFBM. Musical Toast (C). Popeye (N) WIRE. WIRE. WIRE. WIRE. Bring You Loveliness WLW.

6:30—Kate Smith (C) WFBM. S. S. S. Singers (N) WJZ. WLW. Linda and Anne (N) WJZ. WLW.

6:45—Lavender and Old Lace (C) WFBM. Leo Reisman's (C) WEAF. WIRE. Climax Cases (N) WJZ. WLW.

7:30—Lawrence Tibbett (C) WFBM. Wayne King's (N) WIRE. WIRE. WIRE. WIRE. WIRE. WIRE. WIRE.

8—Carson (C) WFBM. Vox Pon (N) WEAF. WIRE. Ben Bernie (N) WJZ. WLW.

8:30—Warren's Pennsylvanians (C) WIRE. Fire Chief Program (N) WEAF. WIRE. WIRE. WIRE. WIRE. WIRE.

9—Parties at Pickfair (C) WIRE. Nickledeon (N) WJZ. WIRE. Standard Romberg (N) WEAF. WLW.

9:15—Barnard College (N) WJZ.

9:30—March of Time (C) WFBM. Musical Moments. WIRE. Unseen (N) WIRE. Unsolved Mysteries. WLW.

9:45—Musical Moments. WFBM. Music America Sings (N) WJZ. Representative Leibhaber (N) WEAF.

9:55—Basonology. WIRE.

10—Milt and Marge (C) WFBM. King's (N) WEAF. WIRE. WIRE. WIRE. WIRE. WIRE. WIRE. WIRE.

10:15—E. Manie. WFBM. Musical Toast (C). Popeye (N) WIRE. WIRE. WIRE. WIRE. Bring You Loveliness WLW.

10:30—Lawrence Tibbett (C) WFBM. Wayne King's (N) WIRE. WIRE. WIRE. WIRE. WIRE.

10:45—George Olsen's (C) WIRE. Art Levant's (C) WIRE. WIRE. WIRE. WIRE. WIRE. WIRE.

10:50—Don Redman's (C) WFBM. Art Jarrett's (C) WIRE. WIRE. WIRE. WIRE. WIRE. WIRE.

10:55—W. E. Farnum. WIRE. WIRE. WIRE. WIRE. WIRE. WIRE.

11—India Roof. WFBM. Henry Busse's (C) WIRE. WIRE. WIRE. WIRE. WIRE.

11:05—Shirley (N) WJZ. Kay Kyser's (C) WLW.

11:10—Jimmy Dorsey's (C) WIRE.

11:30—Jim Fettis' (C) WIRE. Fred Henderson's (C) WIRE. WIRE. WIRE. WIRE. WIRE.

12:15—Jack Hylton's (C) WLW.

12:30—Will Osborne's (C) WLW.

12:45—Erica Madriguer's (C) WIRE. Moon River. WLW.

12—Mid-City Traks (C) WLW.

12:15—Jack Hylton's (C) WLW.

12:30—Will Osborne's (C) WLW.

12:45—Erica Madriguer's (C) WIRE.

125 IDLE GIVEN JOBS AS MINE IS REOPENED

Best Short Waves

PARIS—2:30 P. M. Comic operas. 4:30 P. M. 1,620 kc.

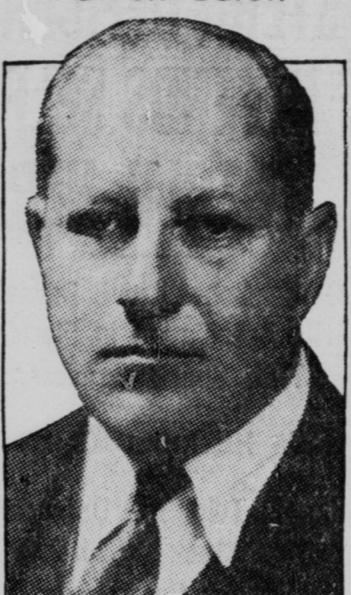
LONDON—5:30 P. M. m. Talk. GSD. 25.5 m. 11,750 kc.

SCHENECTADY—5:45 P. M. m. Robert Palmer. WIXAF. 31.4 m. (9,550 kc.)

BERLIN—4:55 P. M. m. Gerd Otto. DJC. 45.5 m. (8,920 kc.)

LONDON—9:30 P. M. m. Talk. GSD. 25.5 m. (11,750 kc.)

Given Baton



WEDNESDAY

A. M.—Family Prayer Period (M) WLW.

6:15—Rise and Shine. WLW.

6:30—Good Weather (C) WIRE.

Pojoek and Lawhurst (N) WEAF.

6:45—Morning Devotions. WLW.

7—Early Birds. WLW.

Olanders (C) WIRE.

News Flashes (C) WIRE.

7:15—Our Town (C) WIRE.

7:30—Consumer's Guide (C) WEAF.

7:45—Summar of Programs (N) WJZ.

7:45—Chapel Singers (C) WIRE.

8—Tune Audience (C) WFBM.

8:15—Great Tick Tocks (Continued)

Organ Rhapsody (N) WEAF.

Breakfast Club (N) WJZ.

8:30—Streamliners (C) WIRE.

8:30—Way Down East. WLW.

8:45—New WFBM.

Back Stage Wife (M) WLW.

9—Hostess Counsel (C) WFBM.

American Family Robinson WIRE.

How to Be Charming. WLW.

9:05—Happy Jack (N) WEAF.

9:15—Bill and Gimme (C) WIRE.

Kaleidoscope WIRE.

Home Sweet Home (N) WEAF.

Edward MacHugh (N) WJZ.

Know Your Music WFBM.

Along the Way (C) WIRE.

Music for Children (N) WIRE.

Today's Children (N) WJZ.

9:45—Boys' Club (N) WIRE.

Bring You Loveliness WLW.

10—Home Lighting Talk. WFBM.

Cooking Classroom (C) WIRE.

Narcissus Sisters (N) WEAF. WIRE.

Mat Alcott (W) WLW.

10:15—Bohemians WFBM.

10:30—Helen Trent (C) WIRE.

Moods (N) WEAF. WIRE.

10:45—Boys' Club (N) WIRE.

Today's Children (N) WIRE.