

# PAUL WHITEMAN IS SEEKING NEW TALENT

Conductor of Radio Orchestra to Present His First 'Discovery' in Tomorrow Night's Broadcast

Search Is Being Conducted for Seasoned Professional Entertainers Who Have Not Had Opportunity to Test Ability on Networks.

BY RALPH NORMAN

PAUL WHITEMAN has organized another talent search, not for amateurs but for seasoned professionals who haven't had opportunity to display their talent on the networks. The "discoverer" of such headliners as Morton Downey and Helen Jepson, tomorrow night at 8:45, is to introduce the first of his new finds, the winner of his Philadelphia auditions.

Mr. Whiteman will not ask hopeful singers to come to New York, but with his co-operation of his network stations, will conduct auditions in several large cities, hear the best himself and make final selections.

We often wonder why the Whiteman Musical Varieties doesn't occupy a better radio spot than is given it by the current NBC schedule. On a partial WJZ chain, many of his outlets are in the West. His split hour, 8:45-9:30, places him in competition with not only one, but two highly popular symphony programs. The quality of his programs should win him something better.

Suggestion: A tieup between the Indianapolis WPA Theater Project and a local broadcasting station. WPA is prepared to present a new offering at Keith's each week. Radio adaptations of these plays might be enjoyable and would provide WPA talent another outlet in a comparatively unexplored field of dramatic entertainment.

NBC's program director, John F. Royal, had to seek Major Bowes' chauffeur on the chin to get into the Amateur Hour show, so the Major and Director Royal aren't on speaking terms.

Ethel Shutte was unable to get her friends four tickets to her own broadcast. She told her troubles to a salesgirl, who calmly called her boy friend, who was a friend of a son of a buyer for the sponsor, got the four tickets.

Senator Gerald P. Nye failed to appear as chairman on NBC New Deal debate when he overslept in Cleveland, and missed his airplane to Washington. . . . Jack Hylton's Continental Revue is to be heard on CBS (WFBM) at 6 tonight, and each Saturday evening until April 5, when the show changes to NBC. . . . Rubinoff will receive an honorary degree from the New York School of Music tomorrow. . . . Dr. John G. Benson, Methodist Hospital superintendent, is to address the Christian Men Builders class and WFBM listeners at 9:30 tomorrow morning. . . . Illness caused Leslie Howard to postpone his radio version of "The Scarlet Pimpernel" until 1 tomorrow afternoon, CBS (WFBM). . . . Ohio's first all-state network of five stations has been organized, will start operations within two weeks. . . . Sophie Tucker, "last of the red hot mamas," is to sing on Eddie Cantor's broadcast, CBS (WFBM) at 6 tomorrow evening. Gene Arnold is to produce a new NBC show in April.

We asked WFBM and WIRE for lists and summaries of their local programs which bring greatest listener response in form of letters, telephone calls and general comment. Some are new, others have been on the air for several years. For your information and use, these lists are printed here. You will find them handy when selecting your daily radio menu:

WFBM

Chuck Wagon—Music and continuous story, each morning except Sunday at 6:30.

Early Birds—Recorded music with announcements, each morning except Sunday at 7.

Kitchen of the Air—Conducted by Mrs. J. R. Farrell, one of the first home consultants to broadcast, daily except Saturday and Sunday at 10:30.

Hoosier Farm Circle—A pioneer program of its type, under direction of Henry S. Wood since its inception in 1929.

Tea Time Tunes—Recordings, with humorous continuity, now in its sixth year, each afternoon except Sunday at 3:45.

Sportsights—By Len Riley, covering both local and national fields, at 6 each evening except Sunday.

WIRE

Tuneful Tick Tocks—Recorded music with announcements of programs, contests, weather reports and general information, each morning except Sunday at 7.

Kaleidoscope—A woman's program with style talks, beauty hints, recipes, child feeding and training and other home-making information, every morning except Saturday and Sunday at 9:30.

Wire Reporter—Answers of the man-on-the-street to questions of interest, every week day, usually at 12:30.

Sport Slants—By Andre Caron, covering, as the name implies, the

TONIGHT!  
**ZIEGFELD FOLLIES**  
OF THE AIR!  
with FANNIE BRICE and JAMES MELTON  
WFBM Every Sat. Nite

CAPITAL SURPLUS \$2,000,000.00

THE OLDEST TRUST COMPANY IN INDIANA

## LOCAL AND NETWORK DIALS

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

Member stations and kilocycles of the networks are as follows:

NBC—WAF—WAF (760). WIRE (1400).

WLB (760). WFM (1700). WMAQ (670).

and WSM (650).

NBC—WJZ—WJZ (950). WIRE (1400).

WLY (700). WENB (870). WLS (870).

WMAQ (670), and WSM (650).

CBS—WABC—WABC (860). WFBM (1230).

WIO (1160), and WER (770).

When there is no listing for a station at quarter and half-hours, its preceding

station is listed.

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NBC—WAF—WAF (760). WIRE (1400).

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NBC—WJZ—WJZ (950). WIRE (1400).

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WMAQ (670), and WSM (650).

CBS—WABC—WABC (860). WFBM (1230).

WIO (1160), and WER (770).

## Music

BY JAMES THRASHER

ALTHOUGH a program, tomorrow's CBS (WFBM) at 2 by the New York Philharmonic-Symphony Orchestra promises to be one of the series' high points, since Arturo Toscanini is to give the Eighth and Ninth Symphonies of Beethoven. Soprano soloist in the latter is to be Rose Tentoni, young Minnesota artist chosen to sing the same part two years ago by Mr. Toscanini. Other soloists are to be Rose Bampton, tenor, and Ezio Pinza, baritone, all from the Metropolitan. Choral music is to be sung by the New York Schola Cantorum, Hugh Ross, conductor.

The Ninth Symphony is one of the greatest creations, but the extreme vocal requirements of the last movement account for its rather infrequent performance. Wagner held that it was the logical end of purely instrumental music, and that Beethoven introduced singers in to achieve complete musical expression.

Verdi's "Manzoni" Requiem originally was scheduled for the program, but was cancelled because of the continued indisposition of Dusolina Giannini. It also has forced the Metropolitan to abandon its revival of "Norma," and another performance of "Aida," with Miss Giannini in the title role.

Charles Kullman, Metropolitan tenor, is to be the soloist with the General Motors Symphony Orchestra, under Erno Rapee, over NBC—WAF (WIRE) at 9 tomorrow night. He is to sing three favorite arias: "M'Appari" from Flotow's "Martha"; "Vesti la giubba" from Leoncavallo's "I Pagliacci" and "Che gelida manina" from "La Boheme" by Puccini.

Kullman's New York debut was as soloist with the Yale Glee Club in 1923. His operatic experience has included appearances with the American Opera Co., the Berlin State Opera and Covent Garden Co. in London, and the Salzburg Music Festival. He made his Metropolitan debut in "Faust," Dec. 1.

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