

# GRACE MOORE LOSES TECHNICAL POINT

Star Returns From Hollywood  
With Ideas on Best Position to  
Take When Facing Microphone

Metropolitan Soprano Out-Argued by NBC's Engineers  
Who Have Visions of Blasted Tubes and Poor  
Reception on Her High Notes.

BY RALPH NORMAN

GRACE MOORE, back in New York for a special performance at the Metropolitan for Mrs. William Randolph Hearst's Milk Fund, brought with her from Hollywood some ideas on the technical side of broadcasting. One was to stand, like a crooner, close to the microphone.

Expert engineers had visions of blasted tubes and ruined reception when the Moore voice hit its stride on a high note, but the star argued they did it that way in Hollywood. It took all the tact and persuasion NBC officials could muster to keep her a safe distance from the sensitive microphone. Used to singing her NBC programs in Hollywood without a studio audience, the large Radio City crowd of admirers made her nervous.

Miss Moore will conduct another Open House on NBC-WJZ (WIRE) at 8:30 tonight. A not other outstanding feminine star, Eva Le Gallienne, is to face the microphone tonight, broadcasting for the Radio Theater, CBS (WFMB) at 8, the leading role in David Belasco's "The Girl of the Golden West."

Miss Le Gallienne, who was here last year in "L'Aiglon," is to have her first full-length radio part in this dramatization of the Old West, playing the part of the girl who runs the Polka dance hall and saloon.

A play-by-play account of three games to be played March 28 at Butler field house in the finals of the state high school basketball tournament will be broadcast on a state network of four stations. Ford dealers of Indiana are to sponsor the feature over WIRE, Indianapolis; WIOV, Terre Haute; WGBF, Evansville, and WGL, Fort Wayne. The same sponsors also are to broadcast over WIRE on March 21 a half-hour summary of the semi-final games.

A nation-wide NBC-WJZ broadcast is to originate here tonight through the facilities of WIRE when the opening ceremonies of the 36th annual American Bowling Congress are put on the air at 10:30. Norman Barry, NBC sports announcer, is to introduce Gov. McNutt and A. B. C. President A. E. Jankowsky. At 11, NBC-WJZ (WIRE) will carry descriptions of the New York Golden Gloves finals.

Passing It On To You—The Mystery Chef, accompanied by his wife, is making an automobile vacation tour of the Middle West, stopping off in Cleveland, Detroit and Chicago for broadcasts. . . . NBC's music director, Fred Allen, discovered at the National Sportsmen's Show, explaining he was looking for a singing moose. . . . The first fan gift received by Sherlock Holmes (Richard Gordon) was a police puppy. . . . Sigmund Romberg's new opera, "May Wine," has passed the 100th performance, the crisis for Broadway shows. . . . Hal Kemp is contracted for Phil Baker's program until the end of June. . . . Three veterans of the March of Time who were on the initial program March 6, 1931, were honor guests of the sponsor at the last broadcast.

Wayne King, CBS (WFMB) at 9, is unique among top-notch orchestra leaders by having no imitators. Despite the fact that his style is simple, easily copied and has proven successful for many years, for some queer reason has not been adapted by others. Most listeners in fact, puzzle at his success, consider his

interpretations a step backward in the popular music field. Pads in music come and go, but year after year the Waltz King plays on, never changing his style, always best with the slowest waltz numbers. Perhaps it is because we all like to doze with a Wayne King tune, soft, melodious and soothing.

The seething seas cease, and as the seething seas subside, many men must munch much mush."

Mushing of lines like this one, though, won't help one to be a radio announcer. This is only one of many tongue tanglers which junior announcer candidates must snap out without hesitation to qualify for the NBC staff.

In special classes conducted by Patrick J. Kelly, NBC supervisor of announcers, for aspirants in this division of radio, six pupils have qualified for regular positions in the last two years.

It isn't enough that candidates be able to read difficult continuity in English. They must be familiar with strange French, Italian, Spanish, German and Russian words and phrases, be prepared at a moment's notice to give three, five or seven-minute ad lib descriptions of anything from a plane flight over flooded areas to a color picture of the Yankee Stadium during an important athletic event.

## PUPILS ARE TO HONOR CITY'S EARLY SETTLERS

Sketch of Pioneer Days to Be Presented at Church.

Eighth grade pupils of the Calvin Fletcher school are to pay tribute to the early settlers of Indianapolis in a sketch of pioneer days to be presented at the Fletcher Place Church Friday afternoon, March 20.

The occasion is the guest luncheon and election of officers of the City Missionary Society Women's Auxiliary. Other features of the program are to be piano solos and artificial respiration demonstrations by members of the Good Will Industries home nursing class. Articles from the various handicraft classes are to be on display.

## DIABETES TO BE TOPIC

Doctor to Report on Protamine Insulin to Hospital Staff.

The Medical Staff Society of the Methodist Hospital is to hear a discussion of diabetes at its meeting at 8:15 Wednesday night in the nurses' home.

Dr. John A. Wavel is to report on protamine insulin, and discussion is to be led by Dr. John A. McDonald and Dr. Rollin H. Moser. Dr. E. O. Asher is president of the society.

## CLUB TO DISCUSS TAXES

Woman's Prison Head to Talk on Penal Administration.

Tax legislation affecting real estate is to be discussed at the Northside Federation of Clubs meeting tomorrow night in the Marriott. In addition, Mrs. Marian F. Gallup, Indiana Woman's Prison superintendent, is to explain prison administration.

## AUTO ENGINEERS TO HOLD SAFETY MEETING

Lieut. Franklin M. Krell to Be Principal Speaker.

The Indiana section, Society of Automotive Engineers, is to hold an auto safety meeting at 8 Thursday night at the Athenaeum. Lieut. Franklin M. Krell, Purdue University safety specialist, is to be the principal speaker.

Dowling to Speak on Courts Henry M. Dowling is to speak on the "Inherent Power of the Courts" at the Lawyer's Association luncheon tomorrow in the Washington.

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## LOCAL AND NETWORK DIALS

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

Member stations and kilocycles of the network are:  
NBC-WFAP (760), WIRE (1400), WLW (790), WTAM (1070), WMAQ (670), and WSM (650).  
NBC-WJZ (WJZ) (660), WIRE (1400), WLW (790), WENR (570), WLS (670), WMAQ (670), and WSM (650).  
CBS-WABC-WABC (860), WFMB (1230), WOIO (1100), and WBBM (710).

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

### MONDAY

4—Howard Neumille (C).  
4:15—Time Tunes WFMB.  
4:30—Patience (N) WEAP. WIRE.  
4:45—Feast of Esther (N) WJZ.  
4:55—Toy Band (M) WLW.  
5:05—Wilderness Road (C) WFMB.  
5:15—Junior Radio Journal (N) WJZ.  
5:30—Rock Around the Clock WIRE.  
5:45—Tom Mix (N) WEAP.  
5:55—Curtain Calls WFMB.  
6:05—Jack Armstrong (C).  
6:15—Willard Singer WIRE.  
6:45—Goldbergs (C) WFMB.  
6:55—Housing Program (N) WEAP. WIRE.  
7:05—Orphan Annie (N) WJZ, WLW.  
7:15—Bohemians WFMB.  
7:25—Back Rogers (C).  
7:35—News Flashes WIRE.  
7:45—Flying Time (N) WEAP.  
7:55—Army Band (N) WJZ.  
8:05—Johnsons WLW.  
8:15—Bobby Benson (C).  
8:25—Coincidence (N) WEAP. WIRE.  
8:35—Conservation Talk WFMB.  
8:45—Jimmy Mattern WIRE.  
8:55—Housing Talk WFMB.  
9:05—Sons of Pioneers WIRE.  
9:15—News (C) WEAP. WJZ.  
9:25—Old Fashioned Girl WLW.  
9:35—Chinese Theater (N) WEAP.  
9:45—King's Guard (N) WJZ.  
9:55—Twilight Musicale (C) WFMB.  
10:05—Milton Charles (C) WFMB.  
10:15—Andre Carlon (N) WIRE.  
10:25—Billy and Betty (N) WEAP.  
10:35—Lowell Thomas (N) WJZ, WLW.  
10:45—Len Riley WFMB.  
10:55—Myrt and Marge (C).  
11:05—Lois Ravel (N) WJZ, WIRE.  
11:15—Edwin C. Hill (N) WEAP. WLW.  
11:25—Charlotte (C) WFMB.  
11:35—Uncle Ezra (N) WEAP. WIRE.  
11:45—Capt. Tim (N) WJZ.  
11:55—Liliac Time (M) WLW.  
12:05—Singer Sam (C) WFMB.  
12:15—Edwin C. Hill (N) WEAP. WIRE.  
12:25—Lum and Abner (N) WJZ, WLW.  
12:35—News WFMB.  
12:45—Boake Carter (C).  
12:55—Jimmy Mattern WIRE.  
1:05—Education in News (N) WEAP.  
1:15—Dramatic Singer (N) WJZ.  
1:25—Thousand Eyes WLW.  
1:35—All Star Revue WFMB.  
1:45—Lombardo Road (C).  
1:55—Fiber Music (N) WJZ, WIRE.  
2:05—Music Hall (N) WEAP.  
2:15—Thousand Eyes (continued) WLW.  
2:25—Marina Reserve Program WFMB.  
2:35—Crusaders (M) WLW.  
2:45—Pick and Pat (C) WFMB.  
2:55—Voice of Firestone (N) WEAP. WIRE.  
3:05—WIRE, WLW.  
3:15—Evening in Paris (N) WJZ.  
3:25—Radio Theater (C) WFMB.  
3:35—Gypsies (N) WEAP. WIRE.  
3:45—Minstrels (N) WJZ, WLW.  
3:55—Grace Moore (N) WEAP. WIRE.  
4:05—WLW.  
4:15—Title of Today (N) WJZ.  
4:25—Wayne King's Or. (C) WFMB.  
4:35—Contented Hour (N) WEAP. WIRE.  
4:45—To be announced (N) WJZ.  
4:55—Famous Jury Trials (M) WLW.  
5:05—March of Time (C) WFMB.  
5:15—Musical Moments WIRE.  
5:25—Radio Forum (N) WEAP.  
5:35—Russ Morgan's Or. (N) WJZ.  
5:45—Opera WLW.  
5:55—Musical Moments WFMB.  
6:05—Public Opinion (C).  
6:15—News WIRE.  
6:25—Batonology WIRE.  
6:35—Myrt and Marge (C) WFMB.  
6:45—Enoch Light's Or. (N) WEAP.  
6:55—News (N) WJZ, WLW.  
7:05—Carson Robinson WIRE.  
7:15—Henry Lihon's Or. (N) WJZ.  
7:25—Enoch Light's Or. (N) WEAP. WIRE.  
7:35—News WFMB.  
7:45—George Olsen's Or. (C).  
7:55—Phil Harris (M) WLW.  
8:05—Ink Spots (N) WJZ.  
8:15—Jack Denny's Or. (C) WFMB.  
8:25—Golden Gloves (continued) (N) WEAP. WIRE.  
8:35—Tommy Tompkins's Or. (M) WLW.  
8:45—Bowling Tournament (N) WJZ.  
8:55—WIRE.  
9:05—Vincent Lopez's Or. (C) WFMB.  
9:15—Harry Somik's Or. (C) WFMB.  
9:25—Golden Gloves (continued) (N) WEAP. WIRE.  
9:35—Shandor (N) WJZ.  
9:45—Hal Kemp's Or. (M) WLW.  
9:55—Maison Russe Program (N) WJZ.  
10:05—Hawaii Calls (C) WFMB.  
10:15—Don Benson's Or. (N) WEAP. WIRE.  
10:25—Phil Ohman's Or. (N) WJZ.  
10:35—Moon River WLW.  
10:45—Mid-Will Osborne's Or. WLW.  
10:55—Phil Harris's Or. WLW.

### TUESDAY

6—Family Prayer Period (M) WLW.  
6:15—Morning Devotions.  
6:30—Chuck Wagon WFMB.  
6:45—Organ Revue (C).  
6:55—Pollock and Lawhurst (N) WEAP.  
7:05—Jolly Bill and Gang (N) WJZ.  
7:15—Rise and Shine WLW.  
7:25—Sunbeams (N) WEAP.  
7:35—Yuchi Hiroko (N) WJZ.  
7:45—Morning Devotions WIRE.  
7:55—News Flashes WLW.

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"Patch" tests on the skins of hundreds of women show Lifebuoy is more than 20% milder than many so-called "beauty soaps." No wonder complexion thrives on gentle, deep-cleansing Lifebuoy!

## Best Short Waves

MONDAY  
ROME—5:15 p. m.—News Bulletin.  
2:30 p. m.  
LONDON—6:20 p. m.—Songs, GSD.  
25.5 m.  
BERLIN—6:30 p. m.—German Music Man. DJC, 49.8 m.  
CARACAS, Venezuela—7:45 p. m.—Venezuelan Songs. YVZRC, 49.8 m.

7—Earl Birds WFMB.  
Blue Birds (C).  
Sparrows (N) WEAP.  
Morning Devotions (N) WJZ.  
Chandler Chase WLW.  
News WIRE.  
7:15—News (N) WEAP.  
Otto Gray WLW.  
Alden Edkins (N) WJZ.  
Tuneful Tick Tocks WIRE.  
7:20—Consumer's Guide (N) WEAP.  
7:25—Consumer's Guide (C).  
7:30—Freddie Miller (C).  
Cheerio (N) WEAP. WLW.  
7:45—Summary of Programs (N) WJZ.  
7:55—Landl Tris (N) WJZ.  
Salon Musicale (C).

8—Bugle Call Revue (C) WFMB.  
Doctor Jim (N) WEAP.  
Breakfast Club (N) WJZ.  
Joe Emerson WLW.  
Tuneful Tick Tocks (Continued) WIRE.  
8:15—Streamliners (N) WEAP.  
Garden Talk WLW.  
8:20—Souvenirs of Songs WLW.  
8:25—Helpful Harry WLW.  
8:30—Way Down East WLW.  
Women's Feature (C) WFMB.  
8:45—News WFMB.  
Rambles in Rhythm (C).  
Back Stage Wife (M) WLW.  
9—Oleanders (C) WFMB.  
Tuneful Tick Tocks (continued) WIRE.  
News (N) WEAP. WJZ.  
Betty Crocker WLW.  
9:05—Happy Jack (N) WEAP. WIRE.  
Vaughn de Leath (N) WJZ.  
9:15—Romany Trail (C) WFMB.  
Home Sweet Home (N) WEAP. WIRE.  
9:20—Edward MacHugh (N) WJZ, WIRE.  
Sweethearts of the Air (N) WEAP.  
Today's Children (N) WJZ.  
Virginians (M) WLW.  
9:35—David Harris (N) WJZ, WIRE.  
Three Shades of Blue (N) WEAP.  
Lawrence Reports WLW.  
Three Stars (C) WFMB.  
9:45—News WLW.  
10—Harlin Brothers WFMB.  
Rhythm Boys (C).  
Rose Room Melody WIRE.  
Ida Bailey Allen (N) WEAP.  
Shut-in Hour (N) WJZ.  
Painted Dreams (M) WLW.  
10:05—Varieties WIRE.



# GRETA GARBO

## Her TRUE Story

By Elisabeth von Caub

The Off-the-Record Facts of the Off-the-Screen Life of the Star of Stars  
Illustrated With Many Rare Photographs, Some Never Before Published

Greta Garbo is the world's most provocative personality.

Millions upon millions know her name, her face, her voice—and a maddening little or nothing of herself—her private life, her real character, the nature of her heart. Glamorous empress of the screen, she shuns the world like a nun.

Why? To make more talk—or from inborn shyness—or from recollection of some bitter hurt? These are unsolved riddles. And what of the men in her life? She has known many. She has meant much to them. Have they meant anything to her? Is she calculating, heartless—generously impulsive—or lost to love because of some love lost?

People guess and argue. But they do not know. They could not know. For they never have had the facts about Greta Garbo and her true story. Now they can have those facts—in Elisabeth von Caub's new story. From

Greta Garbo's childhood until the very present, Miss von Caub sets forth clearly, fully and frankly, the whole history of this fascinating woman who has become an enigmatic and living legend.

The author is closely familiar with the scene and the circle surrounding Greta Garbo from her earliest days. Her material was derived from personal observation and knowledge as well as from the star's closest intimates. Her narrative is amazingly informed and brilliantly written.

First published in the star's native Sweden and quickly thereafter translated for the London Express, it has proven a sensational feature in Europe. Now, with a wealth of photographs, some of them never before reproduced, it is ready to repeat its success in America.

You'll want to follow the fascinating life story of the glamorous Garbo from beginning to end.

Starting WEDNESDAY in

The Indianapolis Times

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