

# 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. NBC officials could muster to keep her from the 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—WEAF (WIRE) at 8:30 tonight. Another outstanding feminine star, Eva Le Gallienne, is to face the mike tonight, broadcasting for the Radio Theater, CBS (WFBB) 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; WBOW, Terre Haute; WGEF, 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. Ankensky. 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, Frank Black, said to be the wealthiest man in radio, is home in bed because he wrecked his back directing a WJZ concert. It was an Irving Berlin tune that caused the calamity. . . . Two hundred and eighty-six chamber music works by American composers qualified for NBC Music Guild awards. . . . Because his orchestra played at a Montreal hotel much of Charles Dornberger's fan mail comes from Canadians, is written in French. . . . The Harry Horlicks have solved the fourth at bridge problem by hiring servants who can play. . . . 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 operetta, "May Wine," has passed the 100th performance, the crisis for Broadway shows. . . . Hal Kemp is contracted for Phil Baker's program until the 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 (WFBB) 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 leaders, in fact, puzzle at his success, consider his

## PUPILS ARE TO HONOR CITY'S EARLY SETTLERS

Sketch of Pioneer Days to Be Presented at Church.

Eight 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. Warvel 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.



## 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 (690), WIRE (1400), WLW (1290), WTAM (1070), WMAQ (670), and WSM (650).

NBC-WJZ—WJZ (660), WIRE (1400), WLY (1000), WENE (870), WLS (870), WMAQ (670), and WSM (650).

CBS-WABC—WABC (660), WFBM (1230), WOVO (1160), and WEDM (1750).

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

### MONDAY

P.M.—Howard Neumile (C). 4—Tea Time (N) WEAF. Feast of Esther (N) WJZ. Tea Party (M) WLW. 4:15—Violinists Broadcast (C) WFBM. Junior Radio Journal (N) WJZ. Jack Armstrong WLW. 4:30—Rose Room Melody (WIRE). Singin' Lady (N) WJZ. WLW. Curtain Calls WFBM. 4:35—Willard Singers WIRE. 4:45—Goldbergs (C) WFBM. Housing Program (N) WEAF. WIRE. 4:55—Grace Moore (N) WJZ. WLW.

5—Bohemians WFBM. Buck Rogers (C). News Flashes WIRE. Flying Time (N) WEAF. 6—Theater (N) WEAF. Johnsons (M) WLW.

5:15—Bobby Benson (C). 6—Theater (N) WEAF. WIRE. Conservation Talk WFBM. Jimmy Mattern WLW.

5:30—Housing Talk WFBM. 7:20—Consumer's Guide (N) WEAF. 7:25—Consumer's Guide (C). 7:45—Cheerio (N) WFBM. WLW.

7:45—Summary of Programs (N) WJZ.

10—Harlin Brothers WFBM. 11—Theater (N) WEAF. 12—Rose Room Melody WIRE. 13—Lands' End (N) WJZ. WLW.

13—Painted Dreams (M) WLW.

10:05—Varieties WIRE.

## Best Short Waves

MONDAY

ROME—5:15 P.M.—News Bulletins. 2:00, 3:11 M.—News Bulletins. LONDON—6:20 P.M.—Songs, GSD. 25.5 m.

BERLIN—6:20 P.M.—German Music. 7:45—Wor. Doug East WLW.

CARACAS, Venezuela—7:45 P.M.—Venezuelan Songs. YV2RC. 49.8 m.

7—Earl Birds WFBM.

Blue Birds (C). Sparrows (N) WEAF.

Chirping Birds WLW.

News WIRE.

9—Earl Birds WFBM.

Blue Birds (C). Sparrows (N) WEAF.

Chirping Birds WLW.

News WIRE.

11—Voice of Experience (C) WFBM.

Golden Octette (N) WEAF.

Golden Melodies (N) WJZ.

1:45—Your Health and Mine WLW.

2—Margaret McCrea (C) WFBM.

True to Life (M) WLW.

3:45—New Yorkers (N) WJZ. WLW.

5:45—Science Series (C) WFBM.

Ma Perkins (N) WEAF. WLW.

Musical Interlude WIRE.

10:15—Rhythm Revue WFBM.

Helen Trent (C) WEAF.

Jerry Brantley (M) WLW.

Learn to Sing WLW.

1:15—Happy Hollow (C).

2:45—Cub Reporters WIRE.

O'Neill (N) WEAF. WLW.

Nellie Revell (N) WJZ.

3:45—Continental Varieties (N) WJZ.

4:45—Congress Musicals (C) WFBM.

Vic and Sade (N) WEAF. WLW.

5:45—Cub Reporters WIRE.

3:45—Gena Arnold (N) WJZ.

Mary Southern (M) WLW.

3:45—Lillian De Chiesa (C) WFBM.

Girl Alone (N) WEAF. WLW.

Ivy Scott (N) WJZ. WLW.

3:45—Fate of Man (M) WJZ.

International Broadcast (N) WJZ.

3:45—Science Series (C) WFBM.

Ma Perkins (N) WEAF. WLW.

Tea Time Tunes WFBM.

Club Program (N) WEAF.

1—Between Bookends (C) WFBM.

Music (Continued) (N) WEAF.

Nursing Talk (N) WJZ.

Learn to Sing WLW.

1:15—Golden Melodies (N) WJZ.

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4:45—Golden Melodies (N) WJZ.

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6:45—Golden Melodies (N) WJZ.

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